

Springfield 2008 Citizen Survey

FINAL REPORT

Submitted to

*The City of
Springfield,
Missouri*

by



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**Lake Springfield
Photo taken by Elite PhotoArt
Springfield, MO**

December 2008



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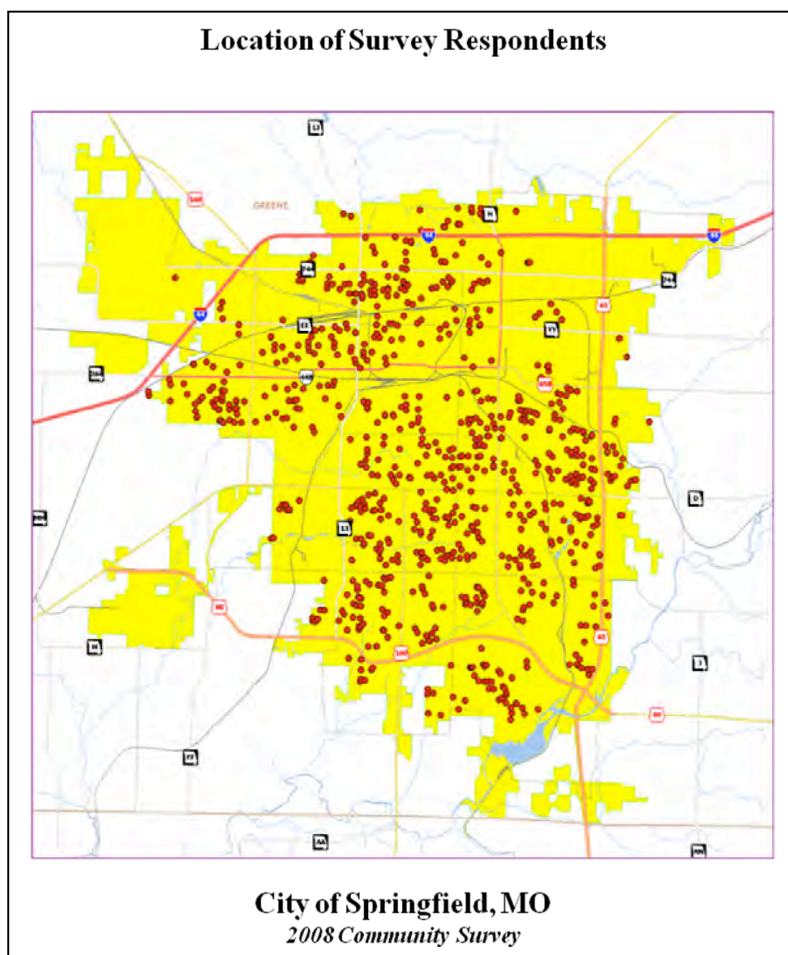
2008 DirectionFinder® Survey Executive Summary Report

Overview and Methodology

During the fall of 2008, ETC Institute administered a community survey for the City of Springfield. The purpose of the survey was to assess satisfaction with the delivery of major city services and to help determine priorities for the community.

Methodology. A seven-page survey was mailed to a random sample of 1,800 households in the City of Springfield during October 2008. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 450 completed the survey by phone and 380 returned it by mail for a total of 830 completed surveys. The results for the random sample of 830 households have a precision of at least $\pm 3.4\%$ at the 95% level of confidence. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail).

In order to better understand how well services are being delivered in different areas of the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the location of their home.



The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons between city services. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report (Appendix A). When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion”.

This summary report contains:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- GIS maps that show the results of selected questions on maps of the city
- importance-satisfaction analysis, which identifies priorities for improvement
- a copy of the survey instrument.

Major Findings

- **Residents were generally satisfied with the overall quality of services provided by the City of Springfield.** Two thirds (66%) of those surveyed were satisfied (ratings of 4 or 5 on a 5-point scale, where 5 means “very satisfied”) with the overall quality of city services; 28% thought the overall quality of city services were okay (rating of 3); only 6% were dissatisfied (ratings of 1 or 2).
- **Highest and Lowest Levels of Satisfaction.** The city services with the **highest levels** of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the overall quality of fire protection (86%), the overall quality of police protection (62%) and the overall quality of customer service provided by city employees (61%). Residents were **least satisfied** with the flow of traffic in the city (26%), the management of stormwater (37%), and the maintenance of city streets/infrastructure (40%).
- **Services that residents thought should receive the most emphasis from the City.** The three major services that residents thought were the most important for the City to emphasize over the next two years were: (1) flow of traffic in the city, (2) the maintenance of city streets and infrastructure, and (3) the quality of police protection.
- **Quality of Life in Springfield.** More than three-fourths (78%) of those surveyed who had an opinion gave positive ratings (ratings of 4 or 5 on a 5-point scale, where 5 means “very good”) with the overall quality of life in the City of Springfield; 17% thought the quality of life in the City was okay (rating of 3); only 5% gave negative ratings (ratings of 1 or 2).



- **Residents think Springfield is a Good Place to Raise Children.** Nearly three-fourths (73%) of those surveyed who had an opinion gave positive ratings (ratings of 4 or 5 on a 5-point scale, where 5 means “very good”) for Springfield as a place to raise children; 20% thought the City was an average place to raise children (rating of 3); and 7% gave negative ratings (ratings of 1 or 2).
- **Satisfaction with Neighborhoods.** More than three-fourths (77%) of those surveyed who had an opinion thought their neighborhood was a “good” or “very good” place to live; 15% thought the neighborhood was an okay place to live (rating of 3); and 8% thought their neighborhood was a bad place to live.
- **Neighborhood Issues that residents thought should be top priorities for improvement.** The three neighborhood issues that residents thought were the most important for the City to address were: (1) speeding in neighborhoods, (2) unmowed weedy lots/yards, and (3) drugs.
- **Maintenance.** The highest levels of satisfaction with maintenance services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: maintenance of City-owned buildings (78%), maintenance of street signs and traffic signals (70%) and cleanliness of City streets and public areas (63%). Residents were least satisfied with maintenance of sidewalks in their neighborhood (45%). The maintenance services that residents thought should receive the most emphasis over the next two years were:
 - Maintenance of major city streets
 - Quality of snow and ice removal on city streets
- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: maintenance of City parks (80%), cleanliness of City parks (79%) and location of City parks (75%). Residents were least satisfied with city swimming pools (42%). The parks and recreation services that residents thought should receive the most emphasis over the next two years were:
 - Maintenance of city parks
 - Walking and biking trails in the City
- **Planning for the City’s future.** Residents were asked how important they thought various issues were regarding the planning of the City’s future. The issues with the highest levels of importance, based upon the combined percentage of “extremely important”, “very important” and “important” responses among residents, were:

- Keeping the crime rate low (98%)
- Ensuring quality public health services are available (93%)
- Having the City to provide leadership on energy conservation (91%).
- **Efforts to Educate Residents About the Underfunding of the City's Pension Fund for Police Officers and Fire Fighters Have Been Effective.** More than three-fourths (78%) of those surveyed indicated that they knew that the City's pension fund for police officers and fire fighters was underfunded by more than \$150 million.
- **Willingness to Support a 1-Cent Sales Tax to Avoid Cuts in Basic City Services.** Residents were asked how willing they would be to support a one cent sales tax that would sunset in approximately 4-5 years, in order to avoid cuts in basic government services. Twenty-five percent (25%) were very willing; 24% were willing, 23% were not sure, 10% were not willing and 18% were not willing at all.

Other Findings

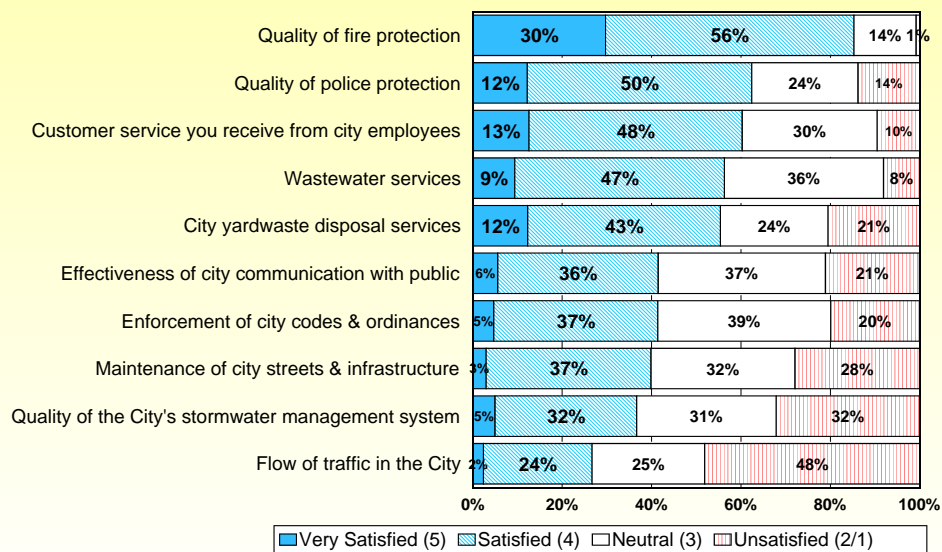
- **Access to the Internet.** Seventy-nine percent (79%) of those surveyed indicated that they have access to the Internet at home. Among those with access to the Internet at home, two-thirds (67%) indicated that they have made a purchase on the Internet during the past three months.
- **Usage of City/County Parks.** Eighty-three percent (83%) of those surveyed indicated that they had used a Springfield-Greene County park during the past year; more than two-thirds (68%) indicated that they had used a walking or biking trail in the City of Springfield.
- **Most Residents Think the City's Efforts to Promote Recycling Should Increase.** More than half (55%) of those surveyed thought the City's efforts to promote recycling should be much greater over the next five years, 27% thought it should be somewhat greater, 13% thought it should stay about the same, only 1% thought it should be reduced, and 4% did not have an opinion.
- **Perceptions of Growth.** Sixty-one percent (61%) of those surveyed thought the City of Springfield is growing at the right pace; 24% thought the City is growing too fast; 6% thought the City is growing too slow; and 9% did not have an opinion.
- **How Residents Get Information About the City.** The percentage of residents who use various sources to get information about Springfield City Government are: local television news (88%), daily newspaper (68%), radio (53%), city utility inserts (40%), public signs (38%), and the City website (28%).

Section 1: Charts and Graphs

City of Springfield 2008 Citizen Survey Results

Overall Satisfaction with City Services

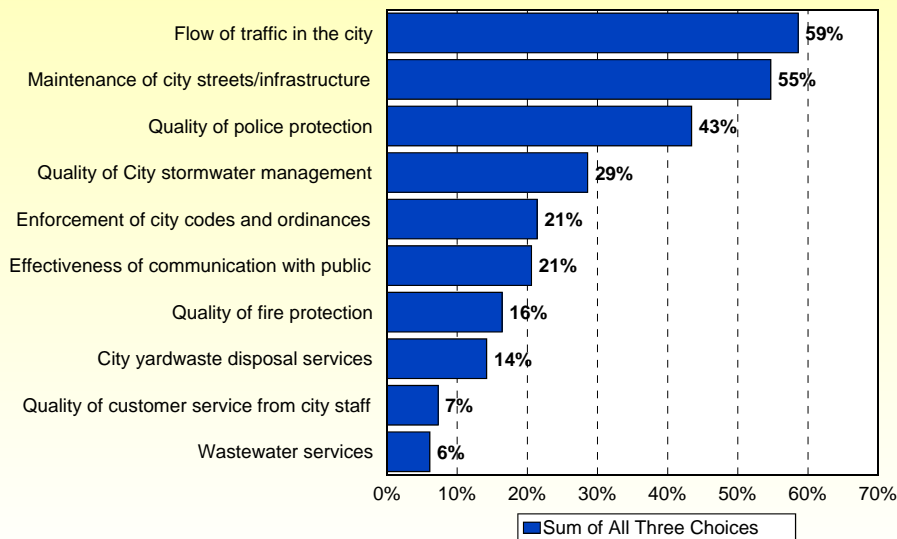
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2008)

Overall City Services That Should Receive the Most Emphasis Over the Next Two Years

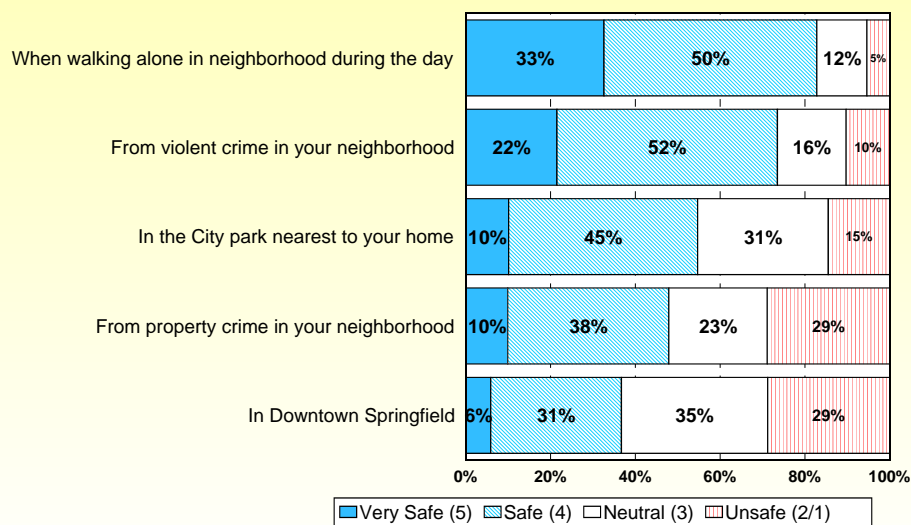
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2008)

Feelings of Safety in the City

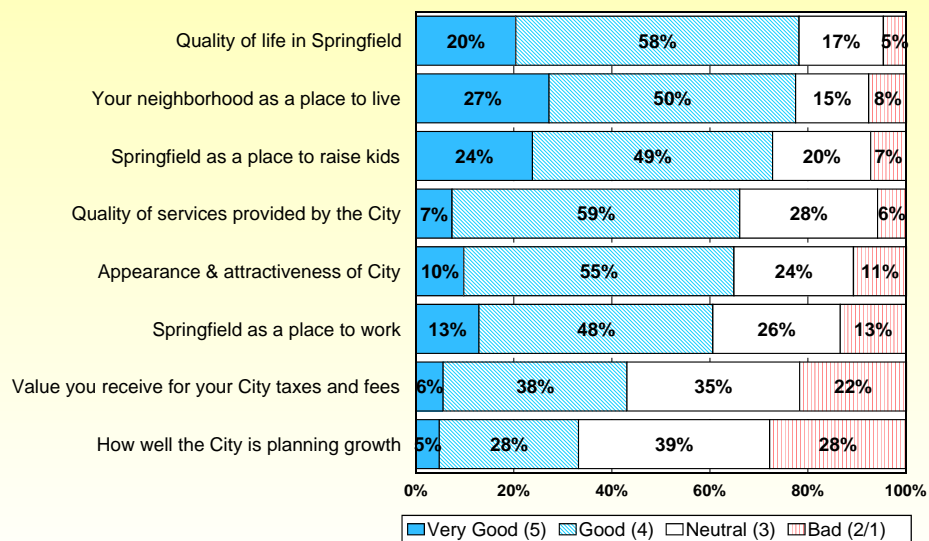
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2008)

Residents Perceptions of the City

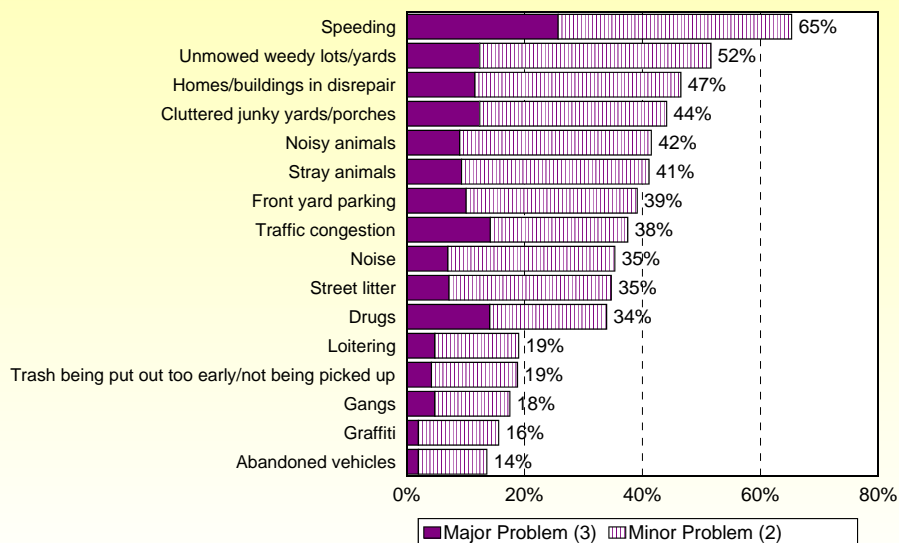
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2008)

Respondents Ratings of Issues in Their Neighborhood

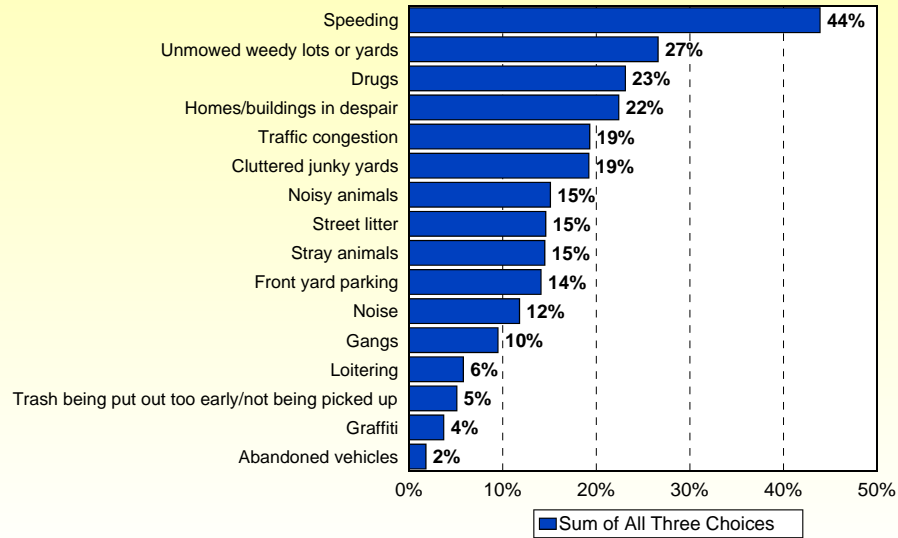
by percentage of respondents



Source: ETC Institute (2008)

Neighborhood Issues that Should be the Top Priorities for Improvement in Neighborhoods

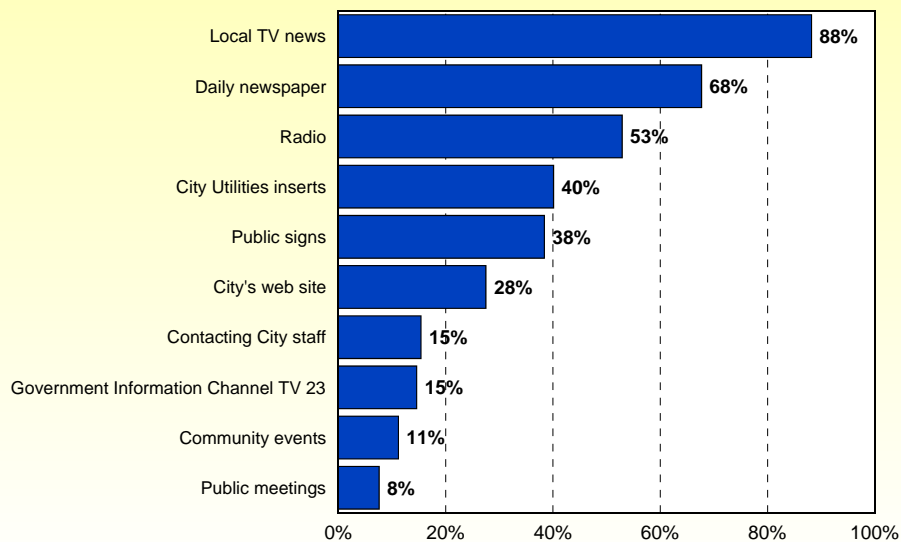
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2008)

What Respondents Use to Get Information about the Springfield City Government

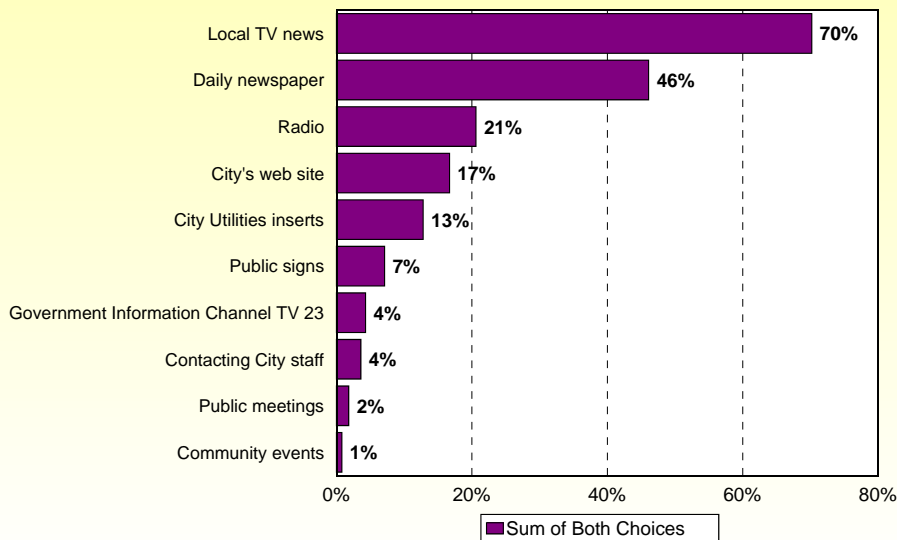
by percentage of respondents (multiple answers allowed)



Source: ETC Institute (2008)

Respondents Preferred Ways to Get Information about the Springfield City Government

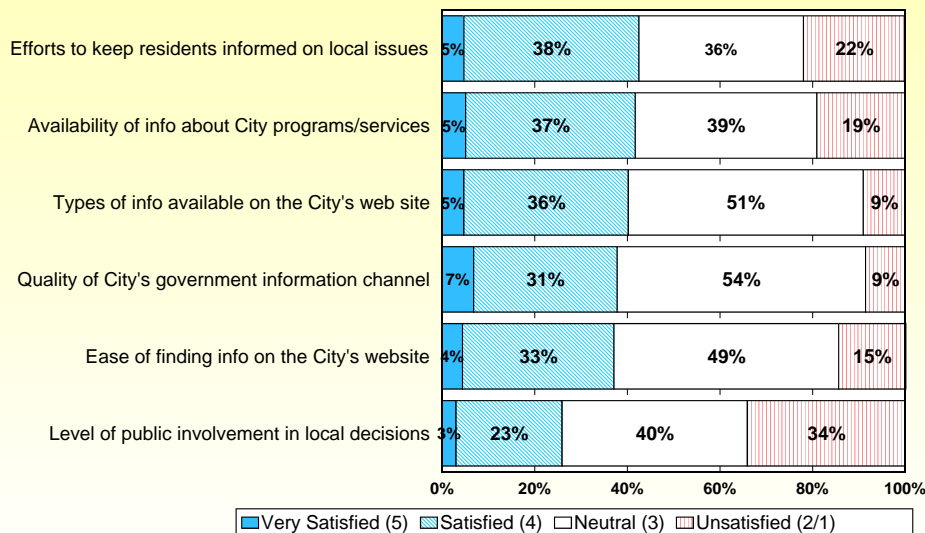
by percentage of respondents (up to two answers allowed)



Source: ETC Institute (2008)

Levels of Satisfaction with Various Aspects of Communication Services

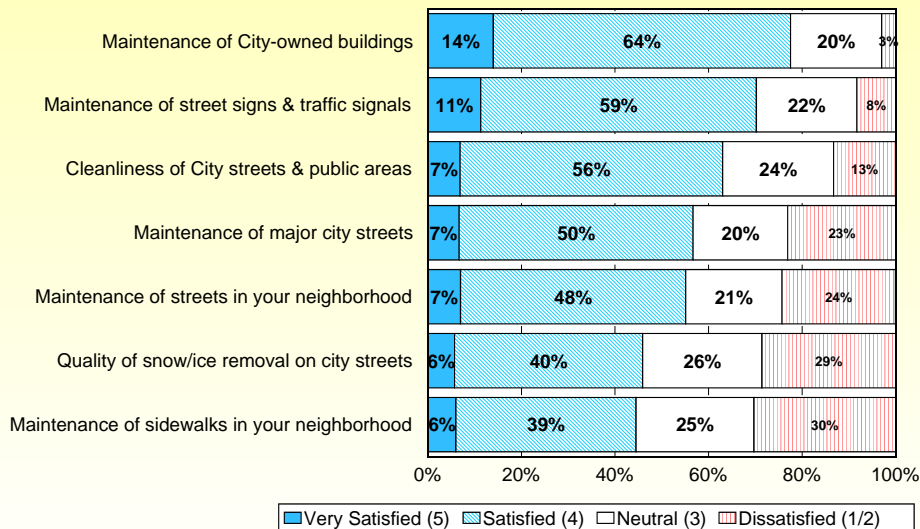
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2008)

Level of Satisfaction with Various Aspects of Maintenance Services

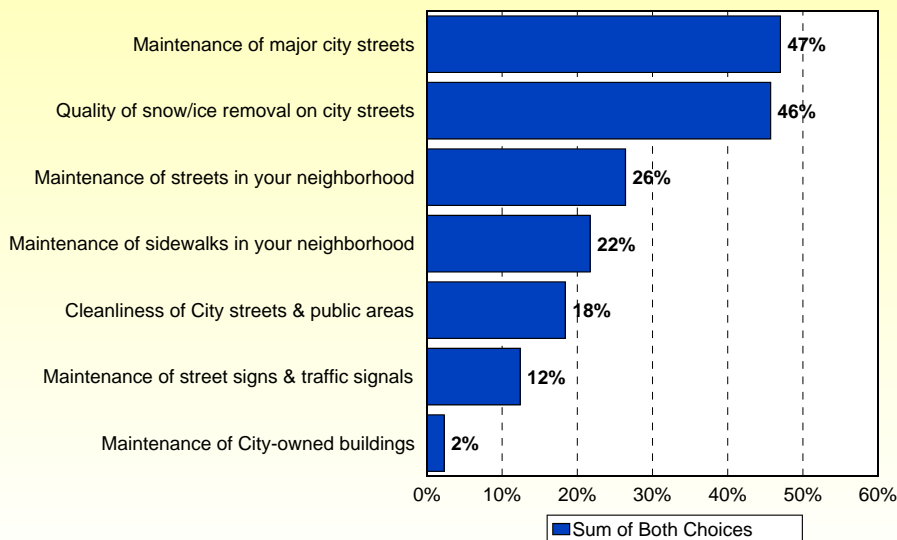
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2008)

Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

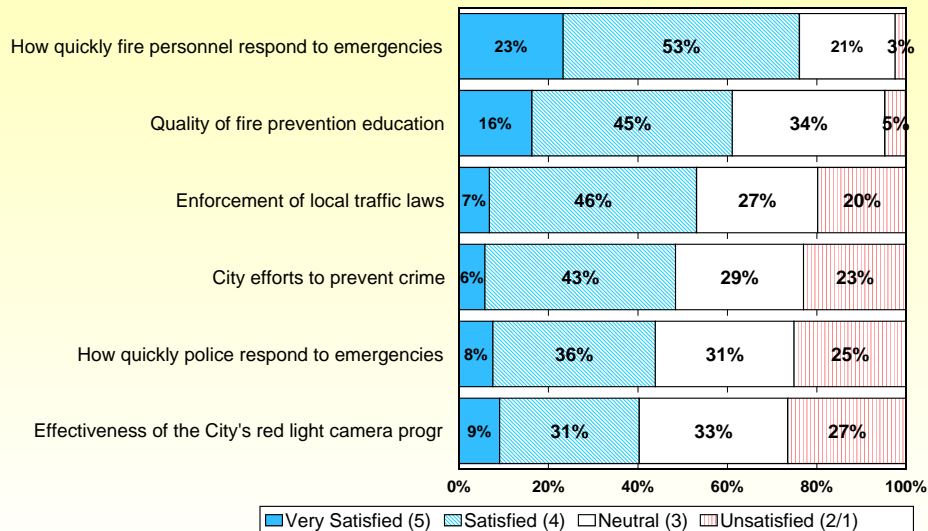
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2008)

Levels of Satisfaction with Various Aspects of Public Safety Services

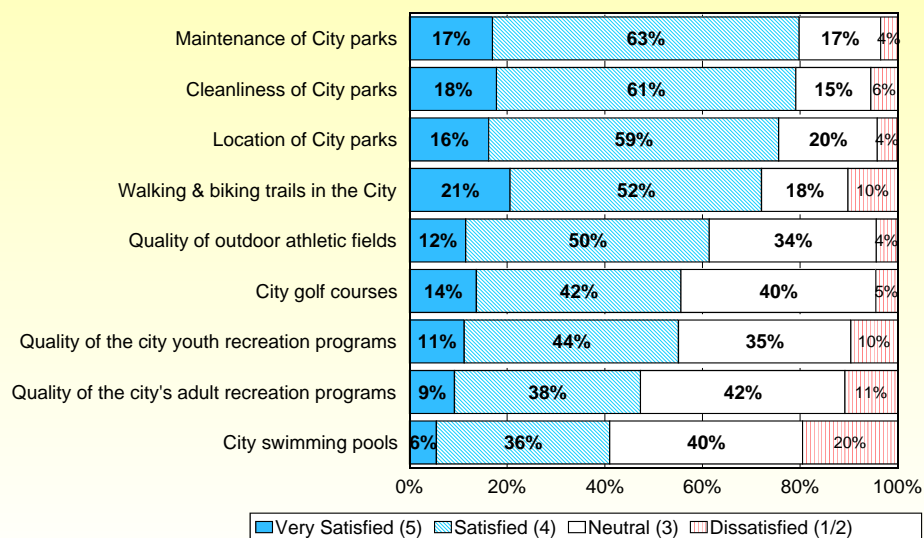
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2008)

Level of Satisfaction with Various Aspects of Parks and Recreation Services

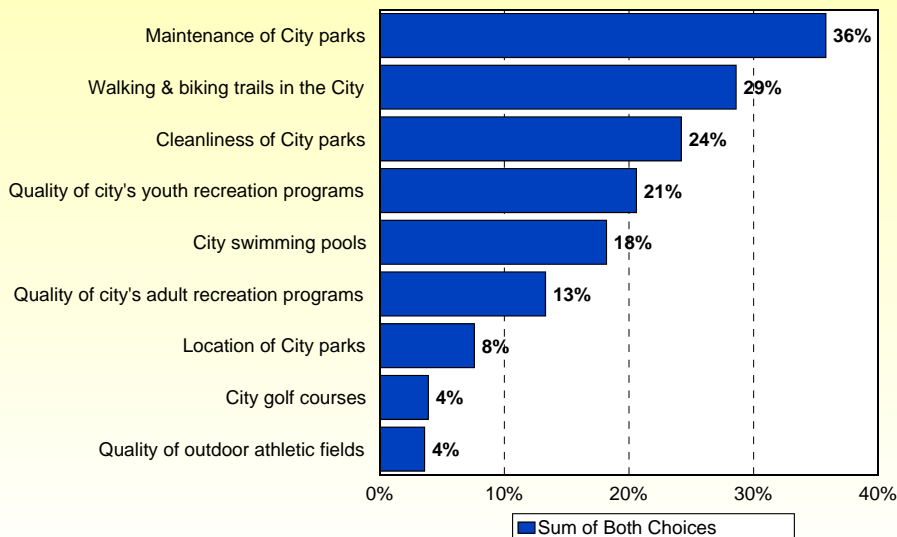
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2008)

Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

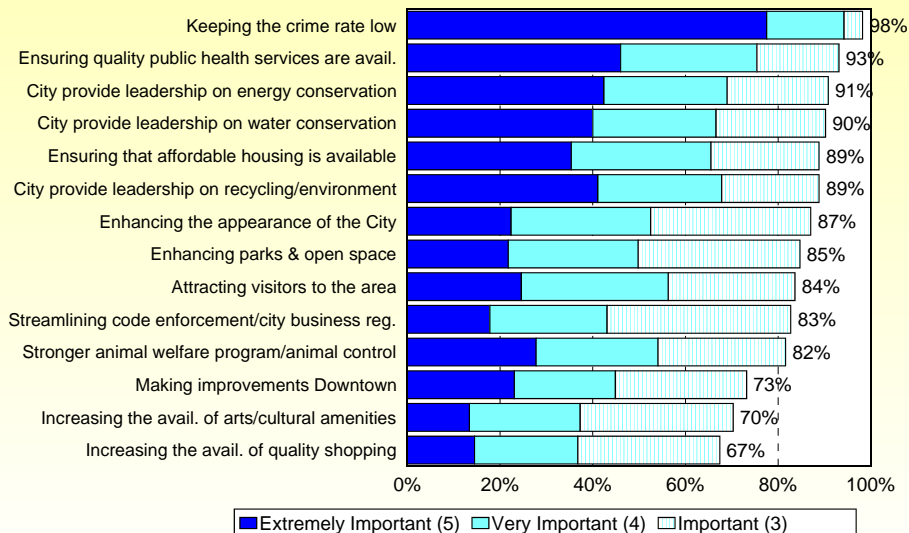
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2008)

Importance Residents Place on the Following Issues Regarding the Planning of the City's Future

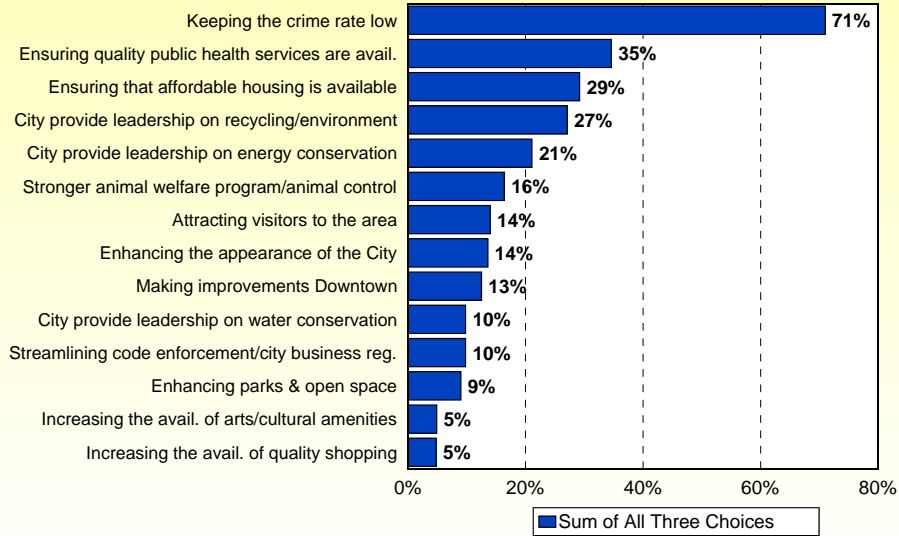
by percentage of respondents



Source: ETC Institute (2008)

Future Planning Issues That Should Receive the Most Emphasis Over the Next Two Years

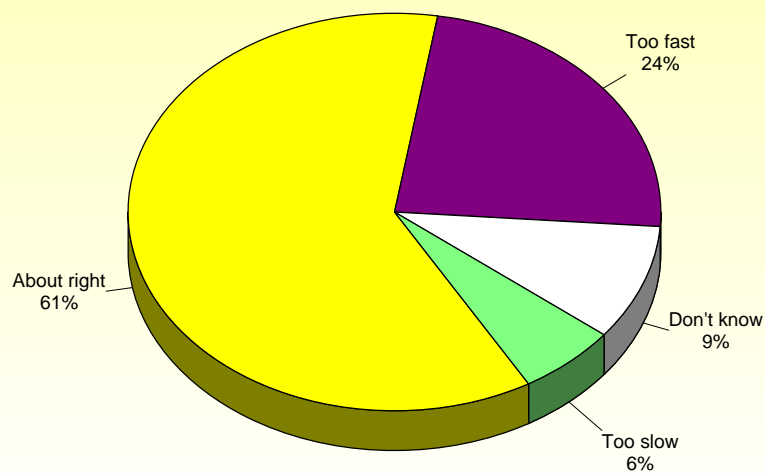
by percentage of respondents who selected the item as one of their top three choices



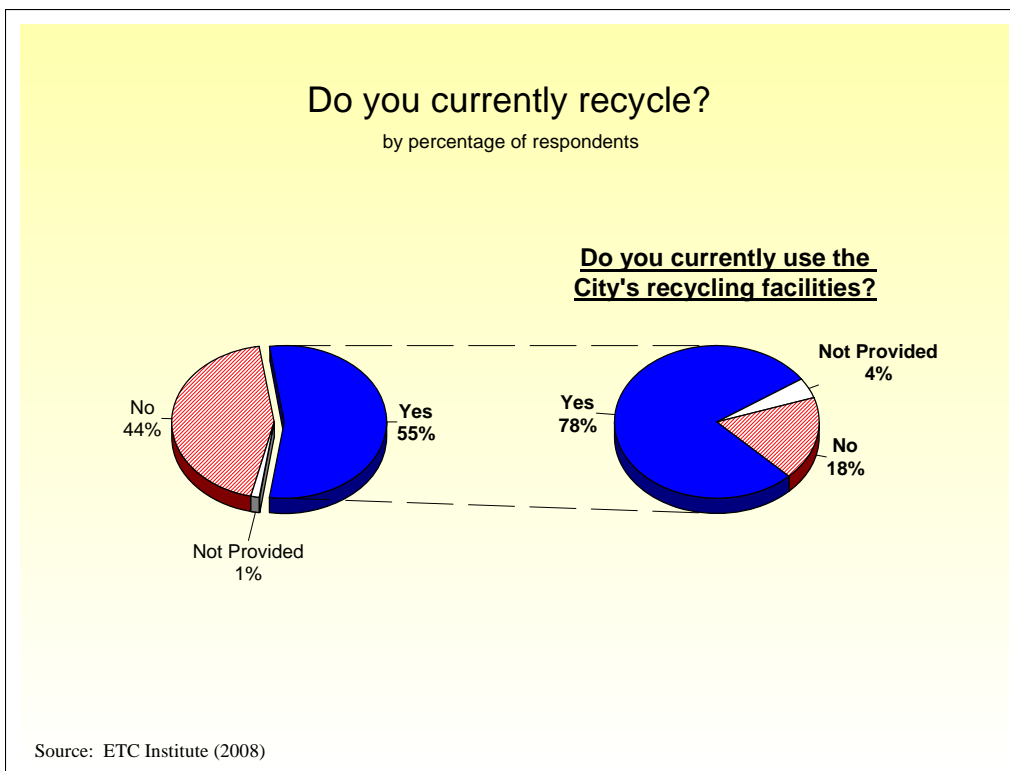
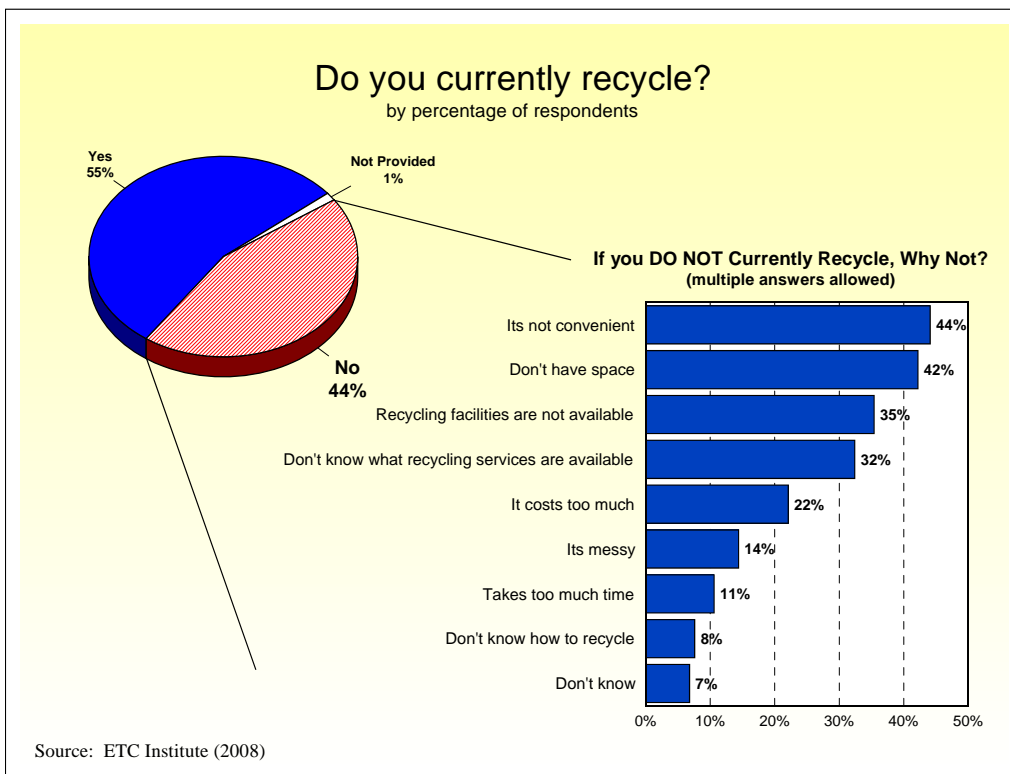
Source: ETC Institute (2008)

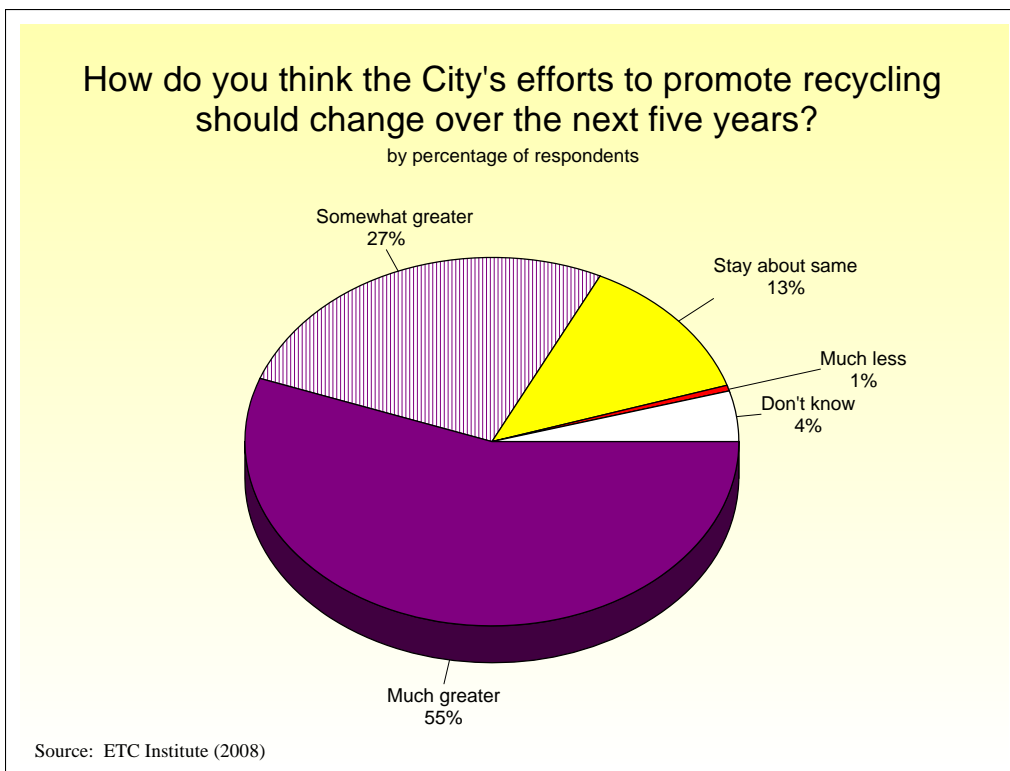
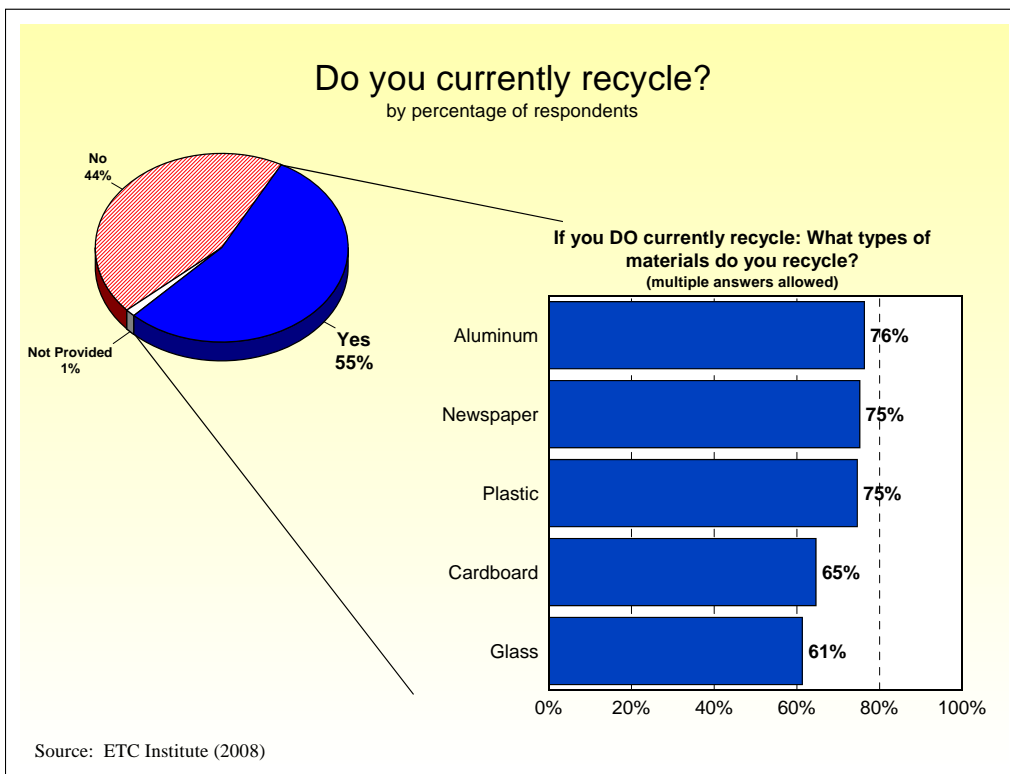
Do you think the City of Springfield is growing too fast, about right, or too slow?

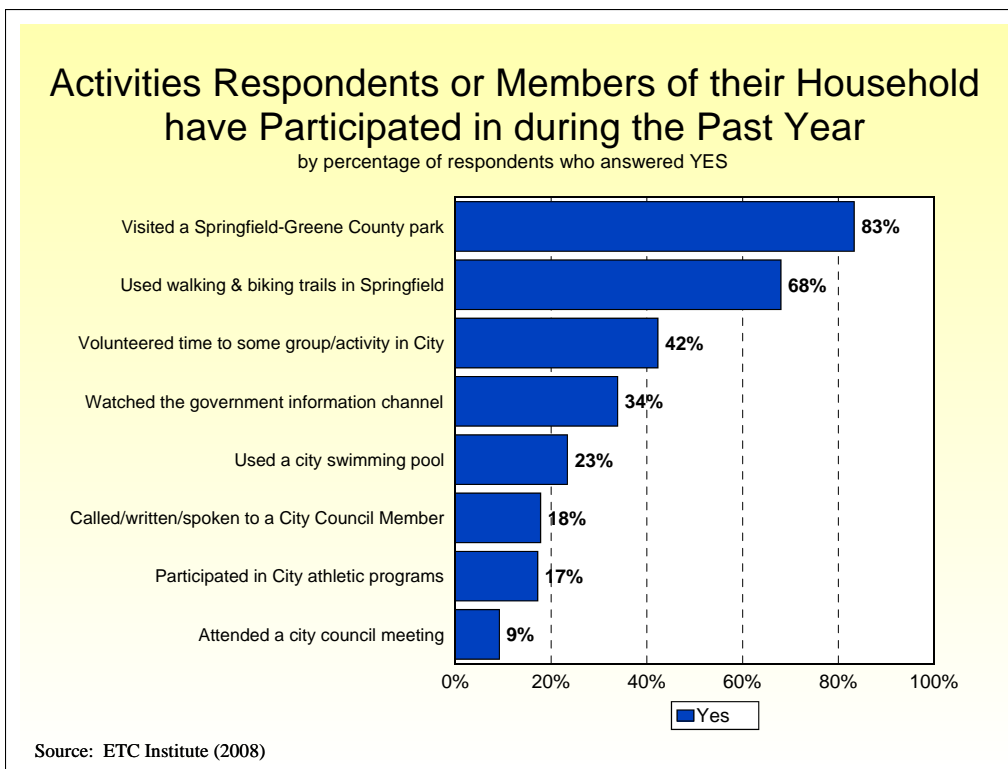
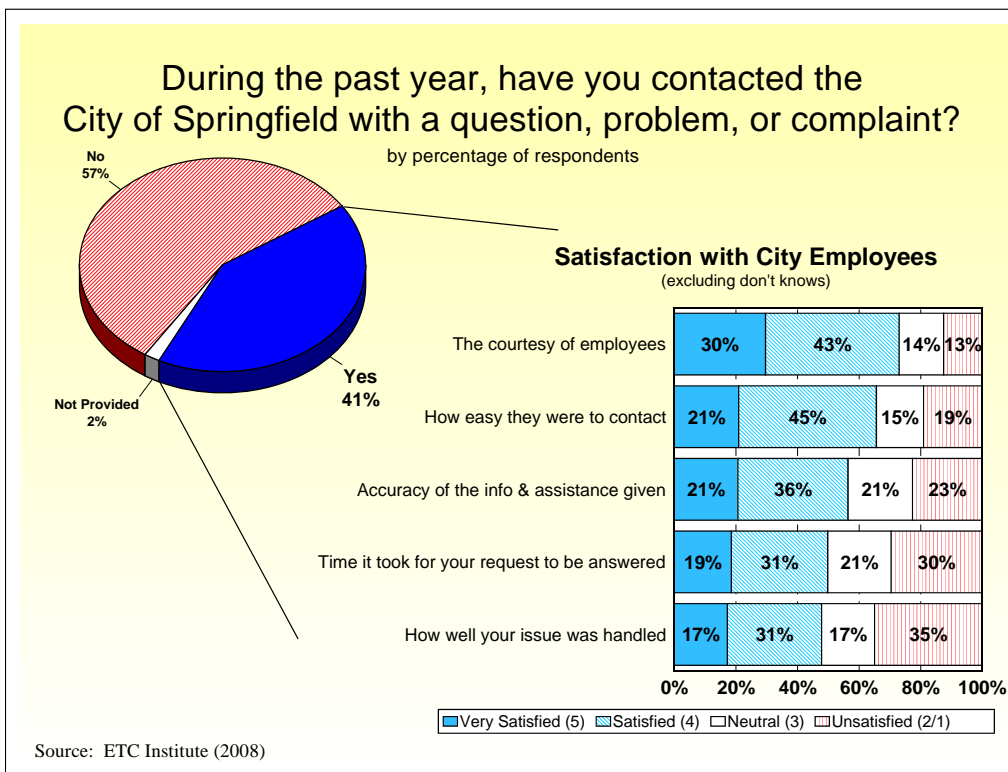
by percentage of respondents



Source: ETC Institute (2008)

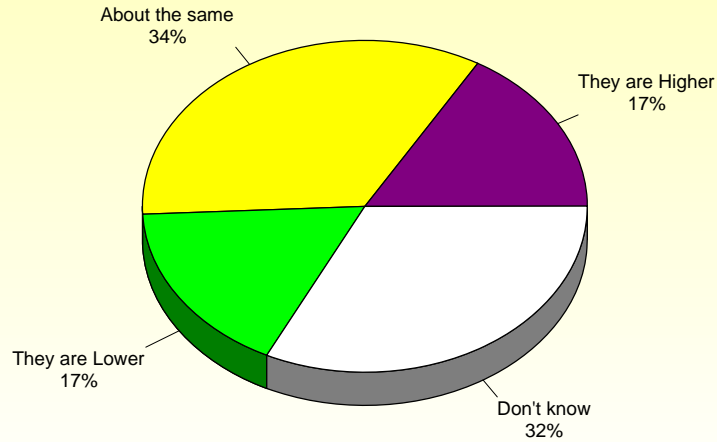






How Respondents think City Taxes in Springfield Compare to other cities in Southwest Missouri

by percentage of respondents

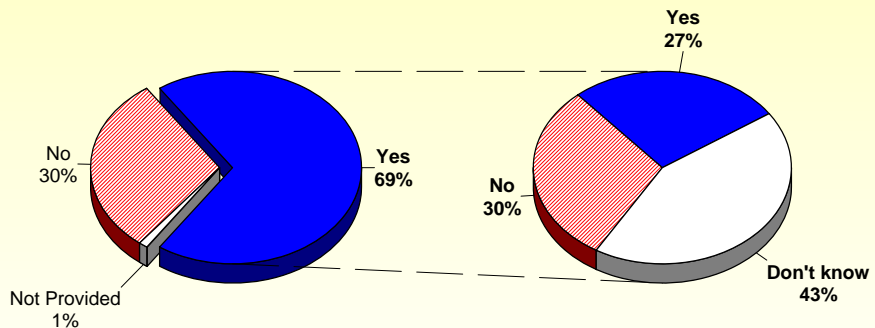


Source: ETC Institute (2008)

Did you know that the Missouri State Auditor's Office conducted an audit of the City of Springfield?

by percentage of respondents

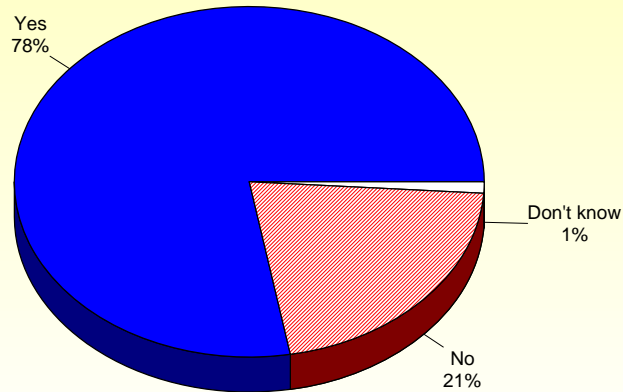
Do you think the City has taken the appropriate steps to address the audit findings?



Source: ETC Institute (2008)

Did you know that the City's pension fund for police officers and fire fighters is underfunded by more than \$150 million?

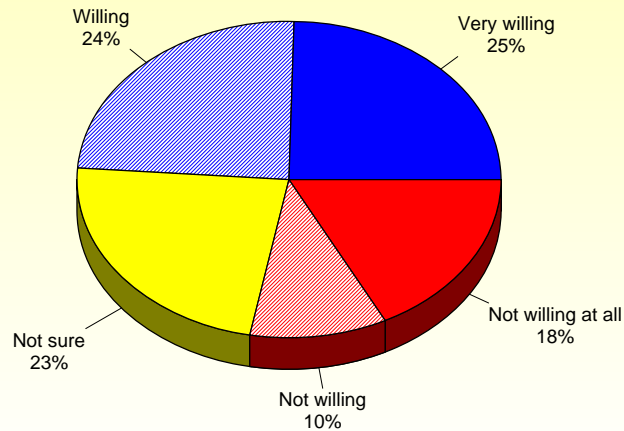
by percentage of respondents



Source: ETC Institute (2008)

In order to avoid cuts in basic government services, how willing would you be to support a 1-cent sales tax that would sunset in approximately 4-5 years ?

by percentage of respondents

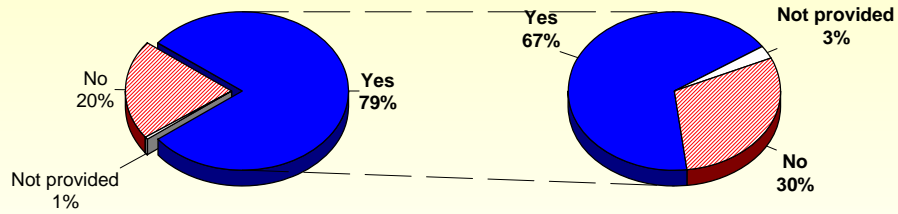


Source: ETC Institute (2008)

Do you have access to the Internet at home?

by percentage of respondents

IF you DO have internet access at home, have you made purchases on the Internet during the past 3 months?

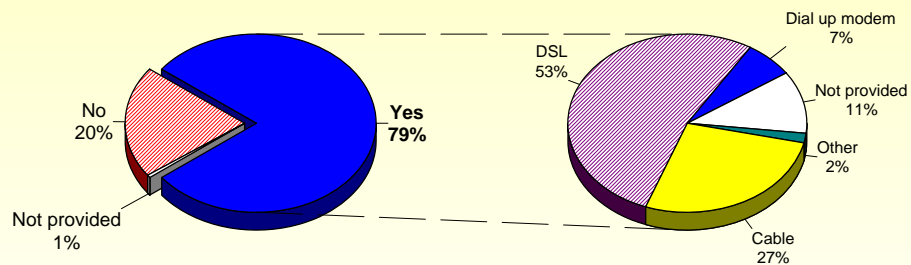


Source: ETC Institute (2008)

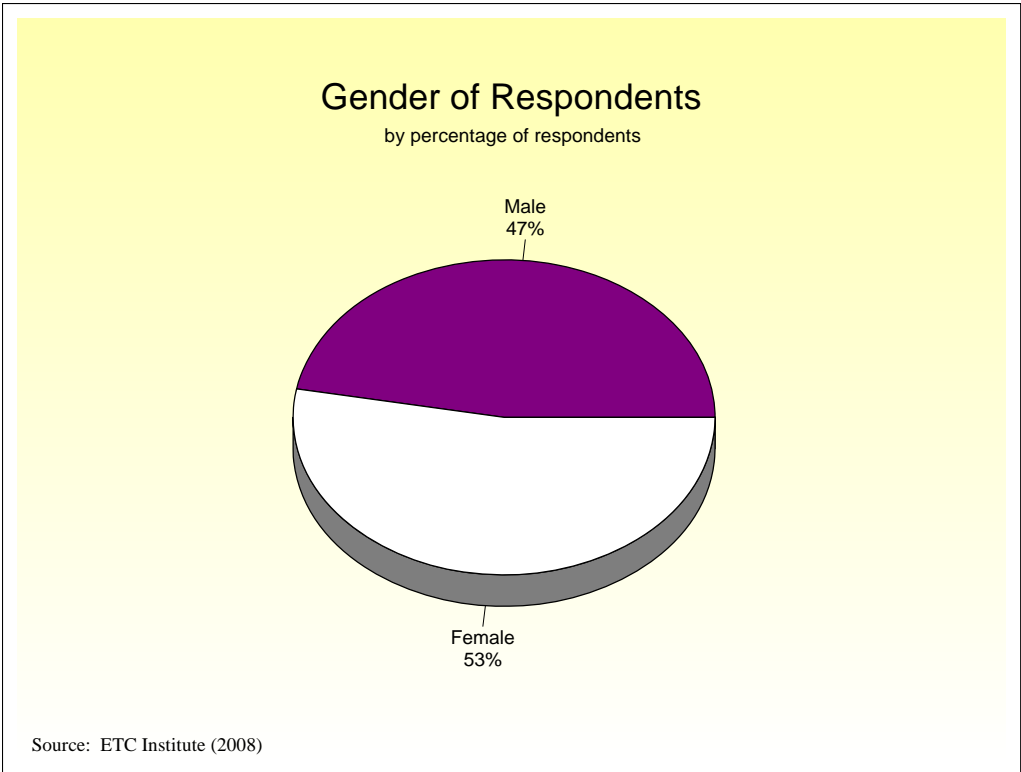
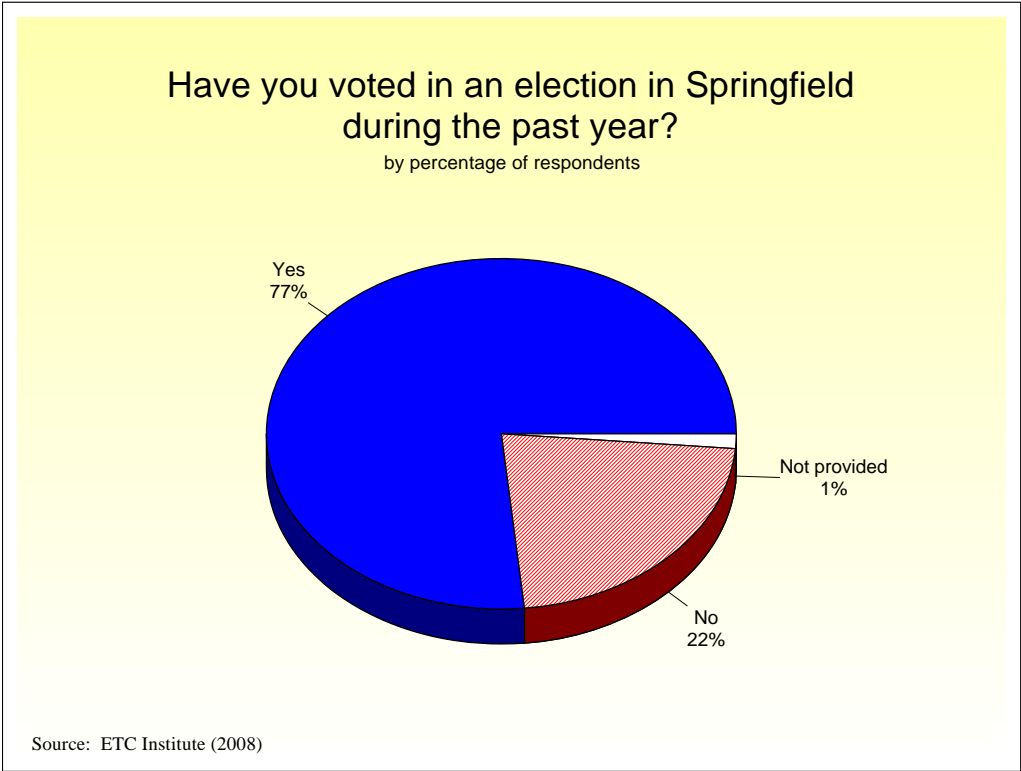
Do you have access to the Internet at home?

by percentage of respondents

IF you DO have internet access at home, what type of Internet access do you have?



Source: ETC Institute (2008)



Section 2:

GIS Maps

Interpreting the Maps

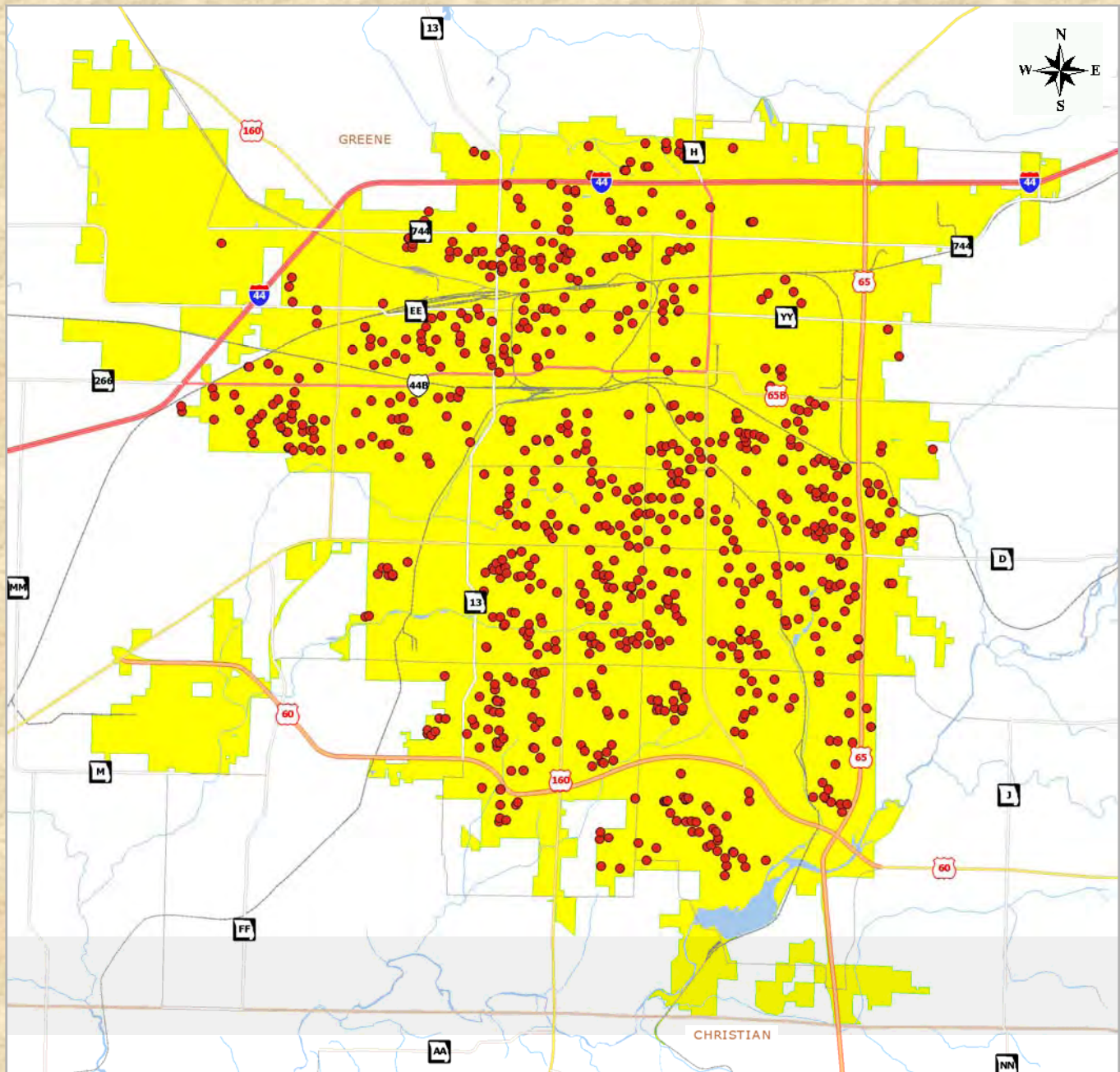
The maps on the following pages show the mean ratings for several questions on the survey by Census Block Group. A Census Block Group is an area defined by the U.S. Census Bureau, which is generally smaller than a zip code but larger than a neighborhood.

If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

When reading the maps, please use the following color scheme as a guide:

- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service.

Location of Survey Respondents



City of Springfield, MO

2008 Community Survey

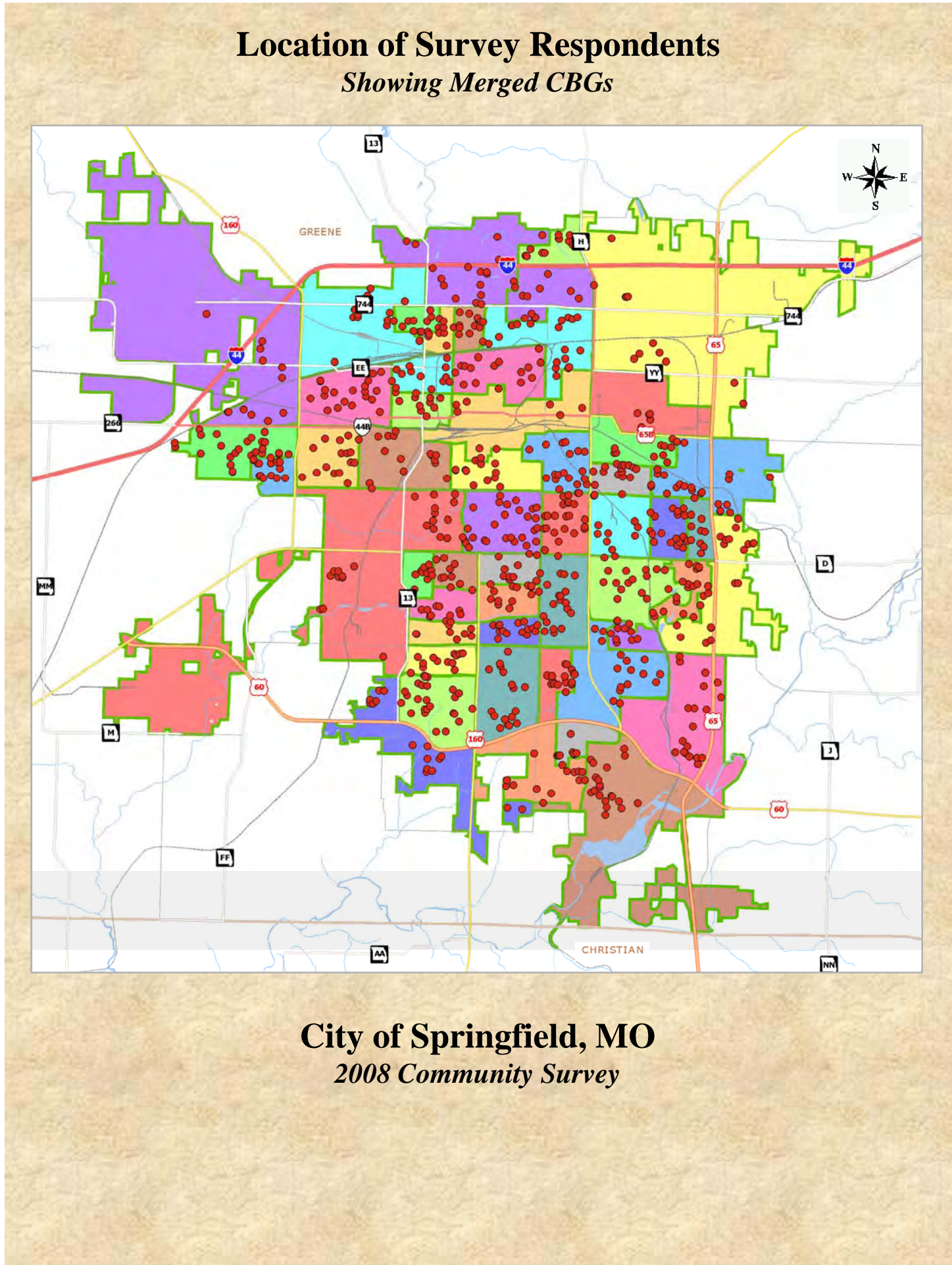
Location of Survey Respondents

Showing Merged CBGs

The map displays the City of Springfield, Missouri, with its various colored regions (CBGs) and a grid of red dots indicating survey respondent locations. Major highways (I-44, I-76, I-65, I-60) and local roads are shown. A compass rose is in the top right corner.

City of Springfield, MO

2008 Community Survey



Location of Survey Respondents

Showing Merged CBGs

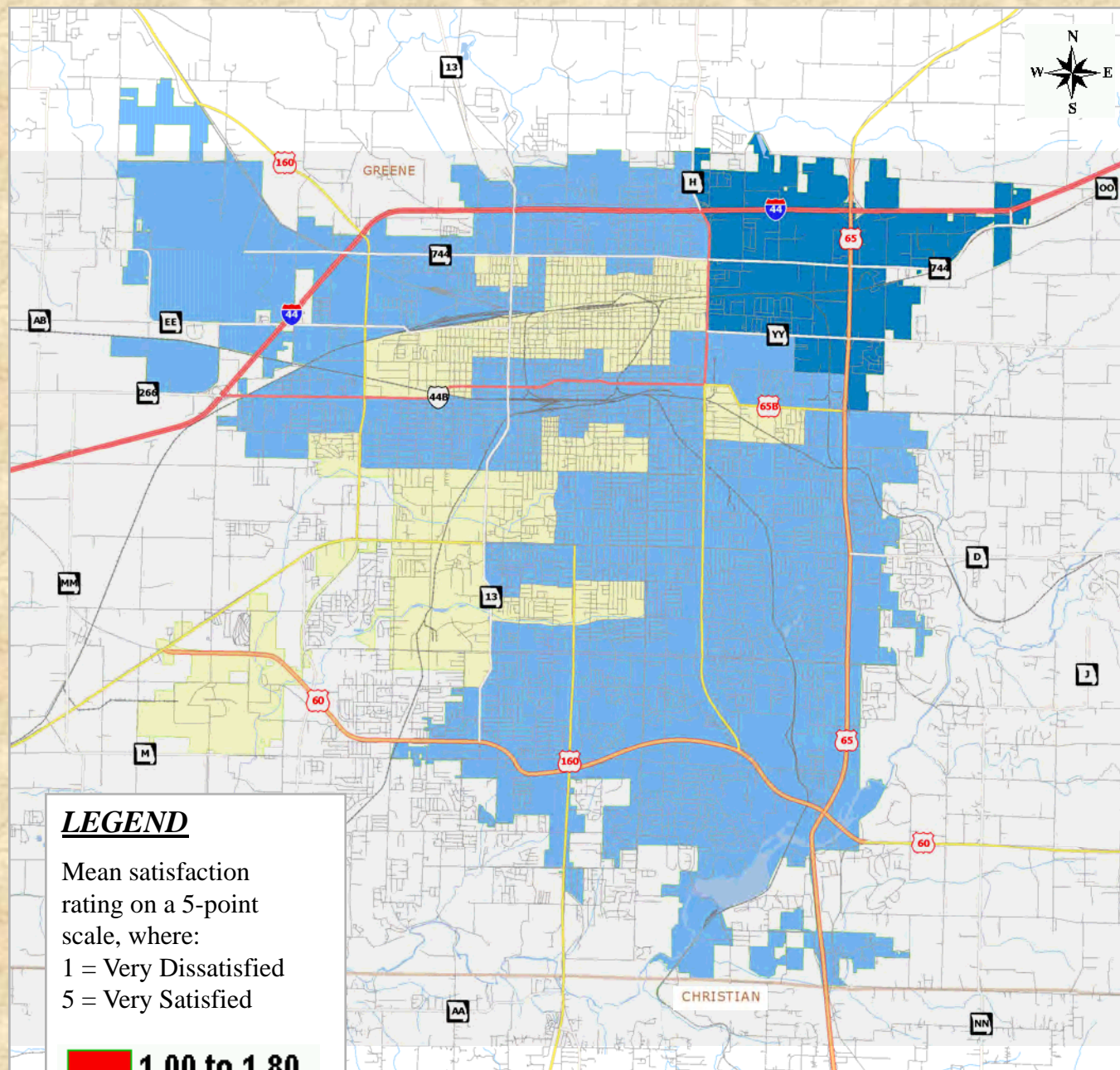
GREENE

CHRISTIAN

City of Springfield, MO

2008 Community Survey

Q1a Quality of police protection



LEGEND

Mean satisfaction rating on a 5-point scale, where:

1 = Very Dissatisfied
5 = Very Satisfied



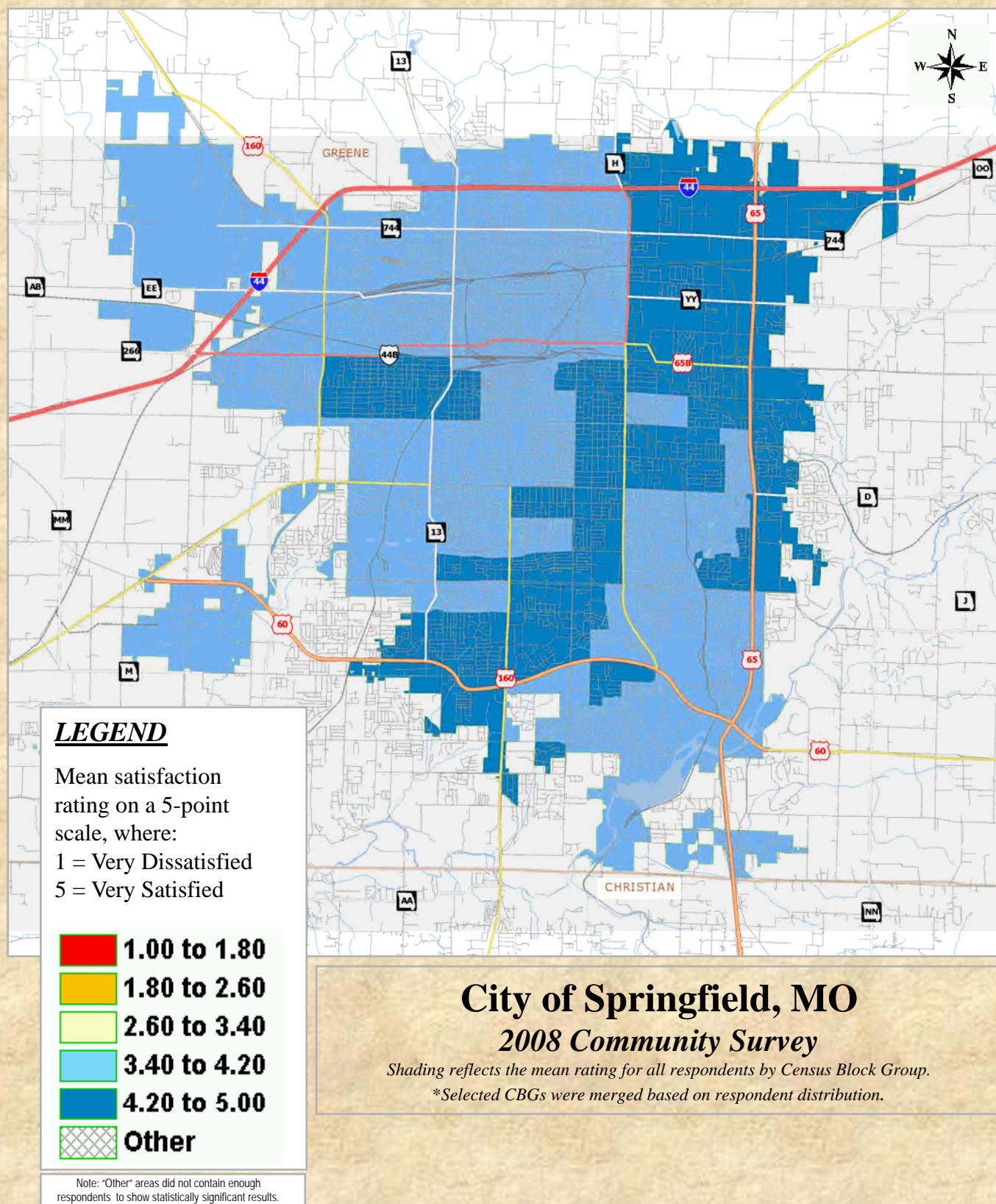
Note: "Other" areas did not contain enough respondents to show statistically significant results.

City of Springfield, MO **2008 Community Survey**

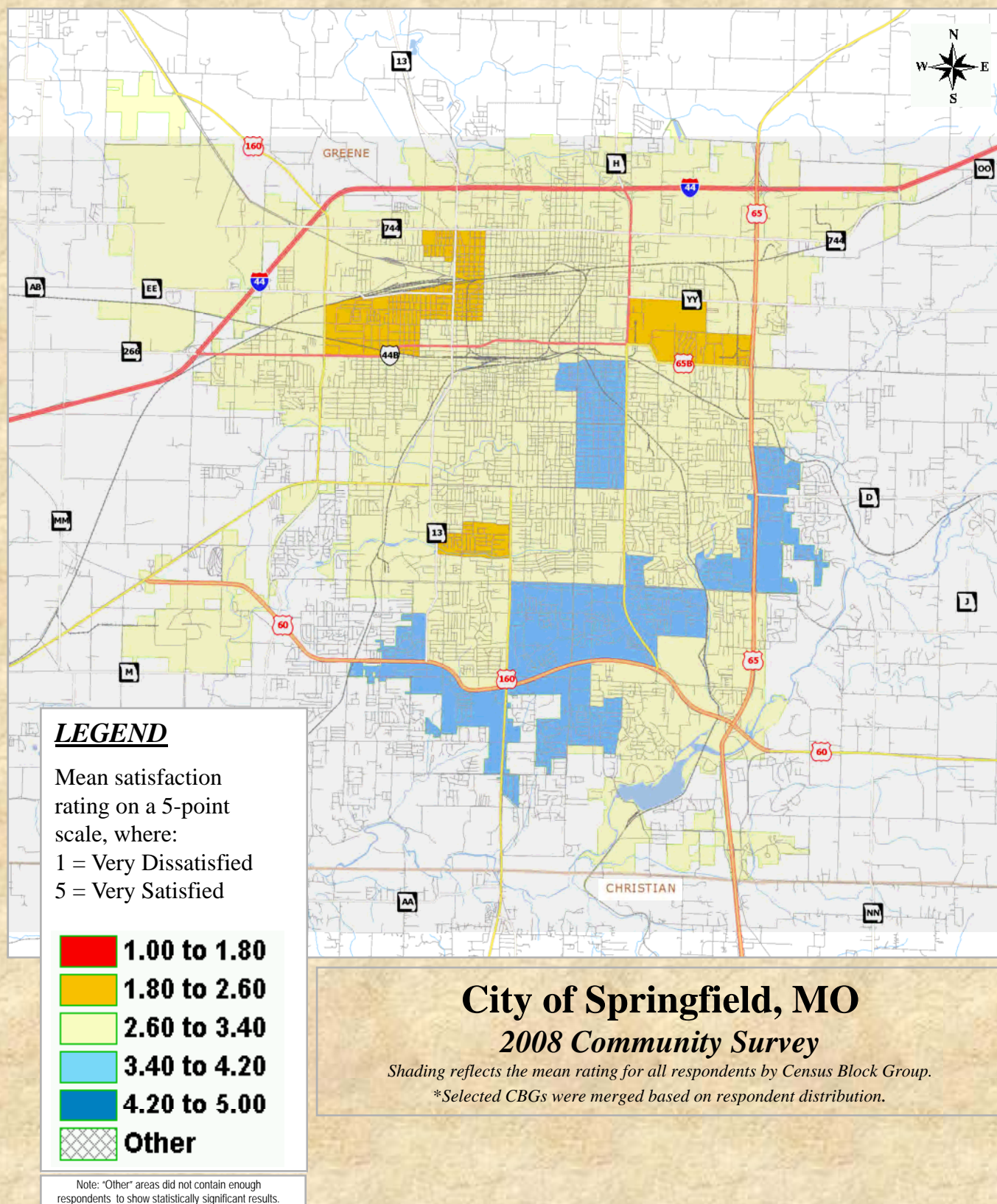
Shading reflects the mean rating for all respondents by Census Block Group.

**Selected CBGs were merged based on respondent distribution.*

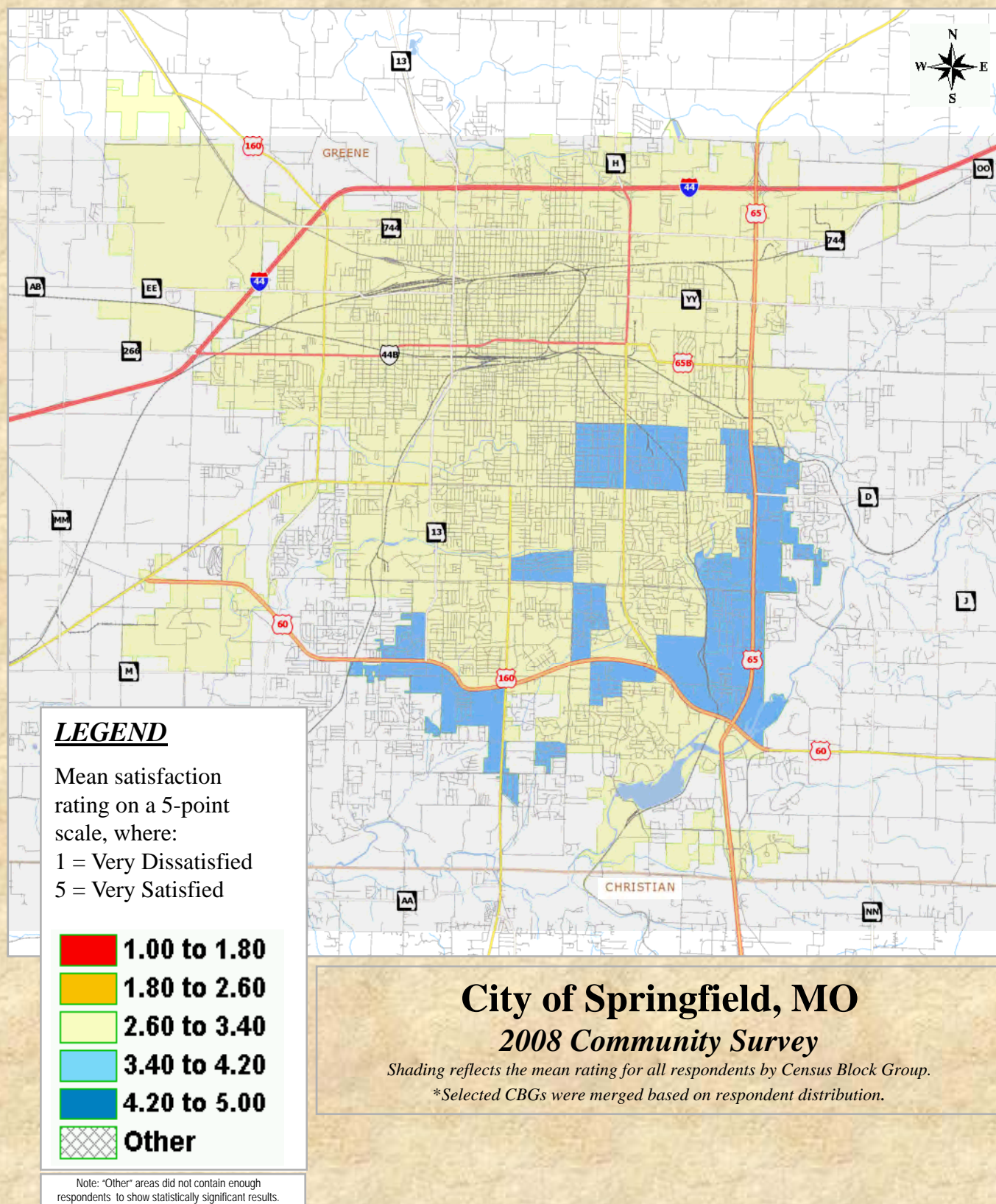
Q1b Quality of fire protection



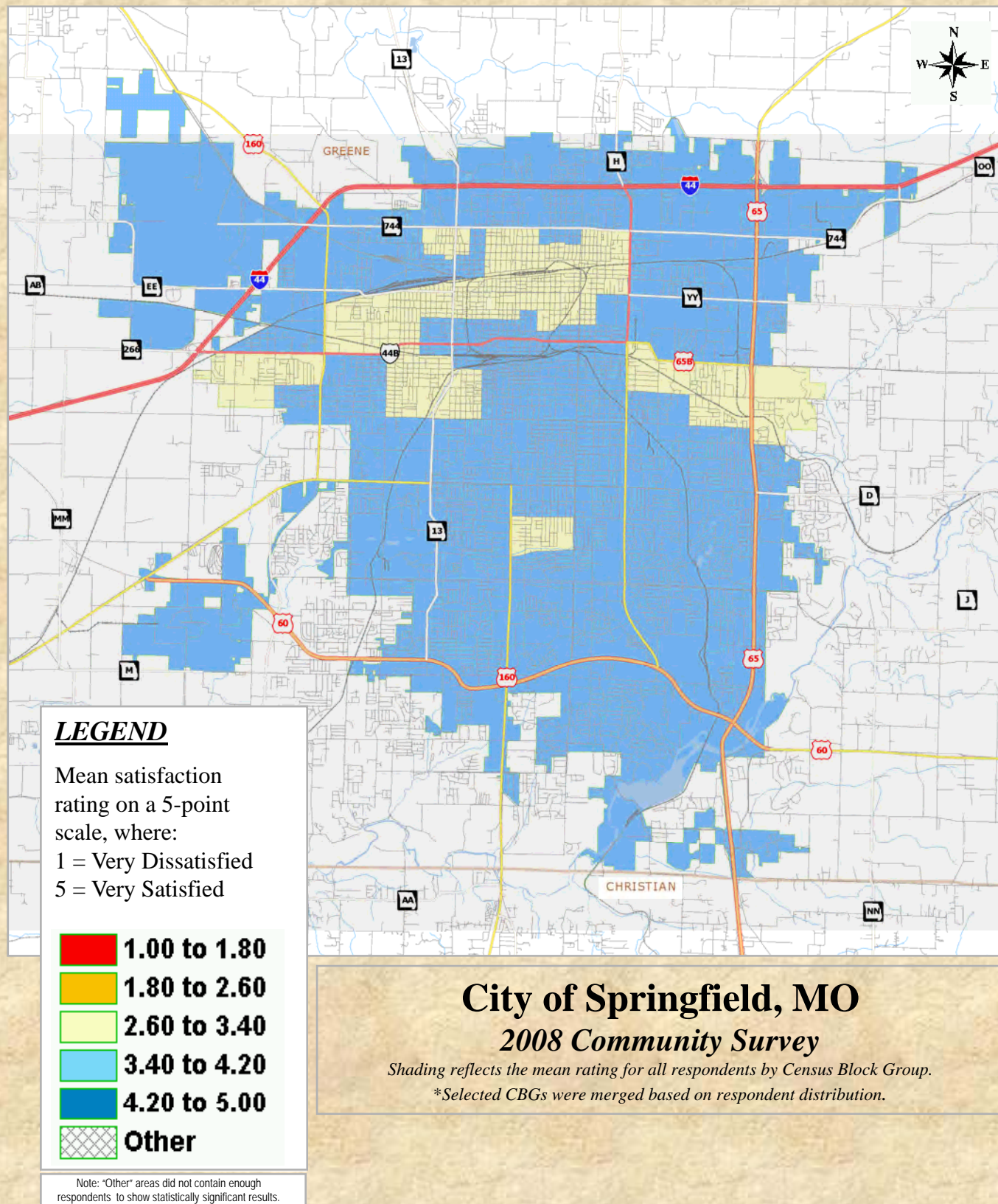
Q1c Maintenance of city streets & infrastructure



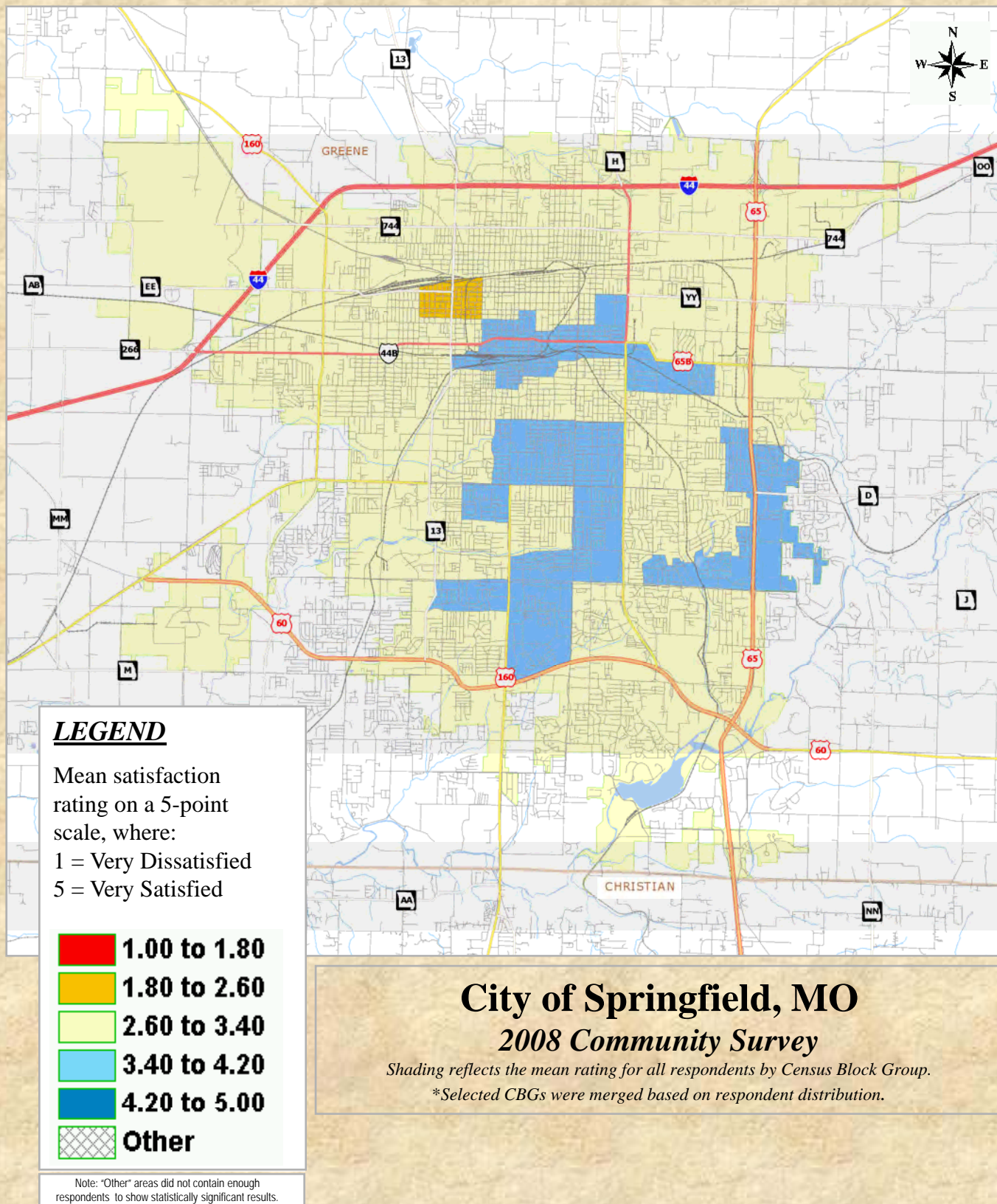
Q1d Enforcement of city codes & ordinances



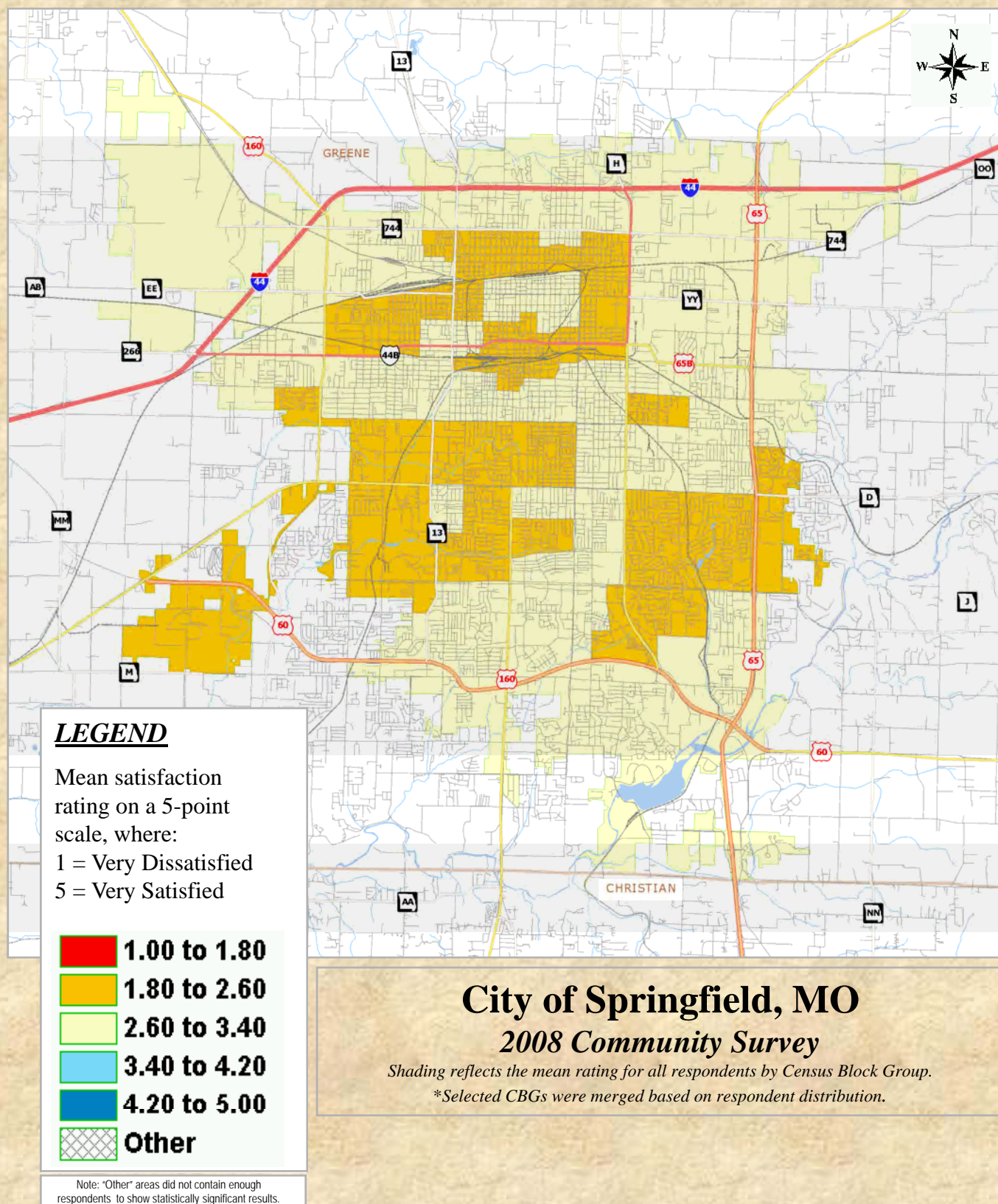
Q1e Quality of customer service you receive from city employees



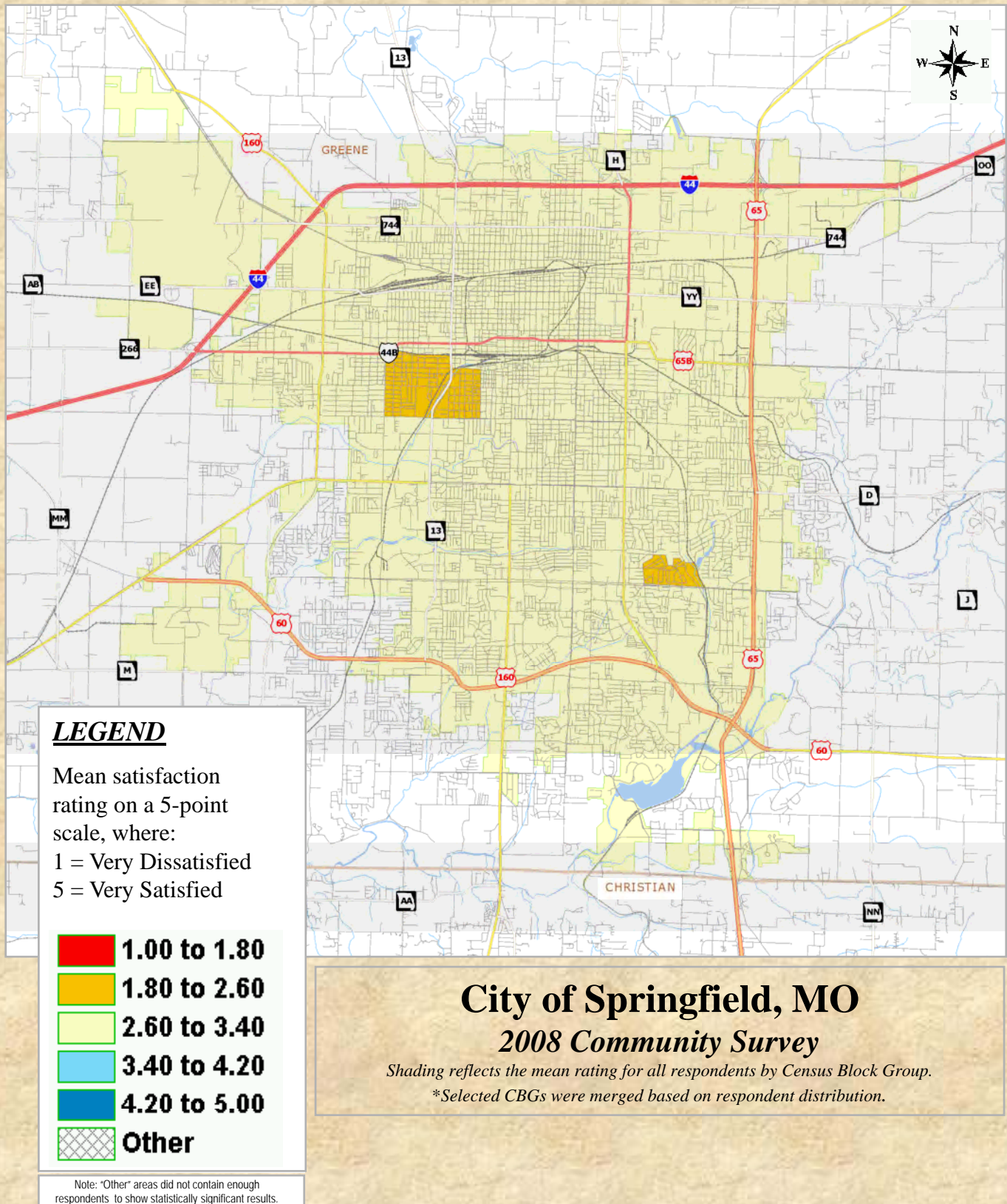
Q1f Effectiveness of city communication



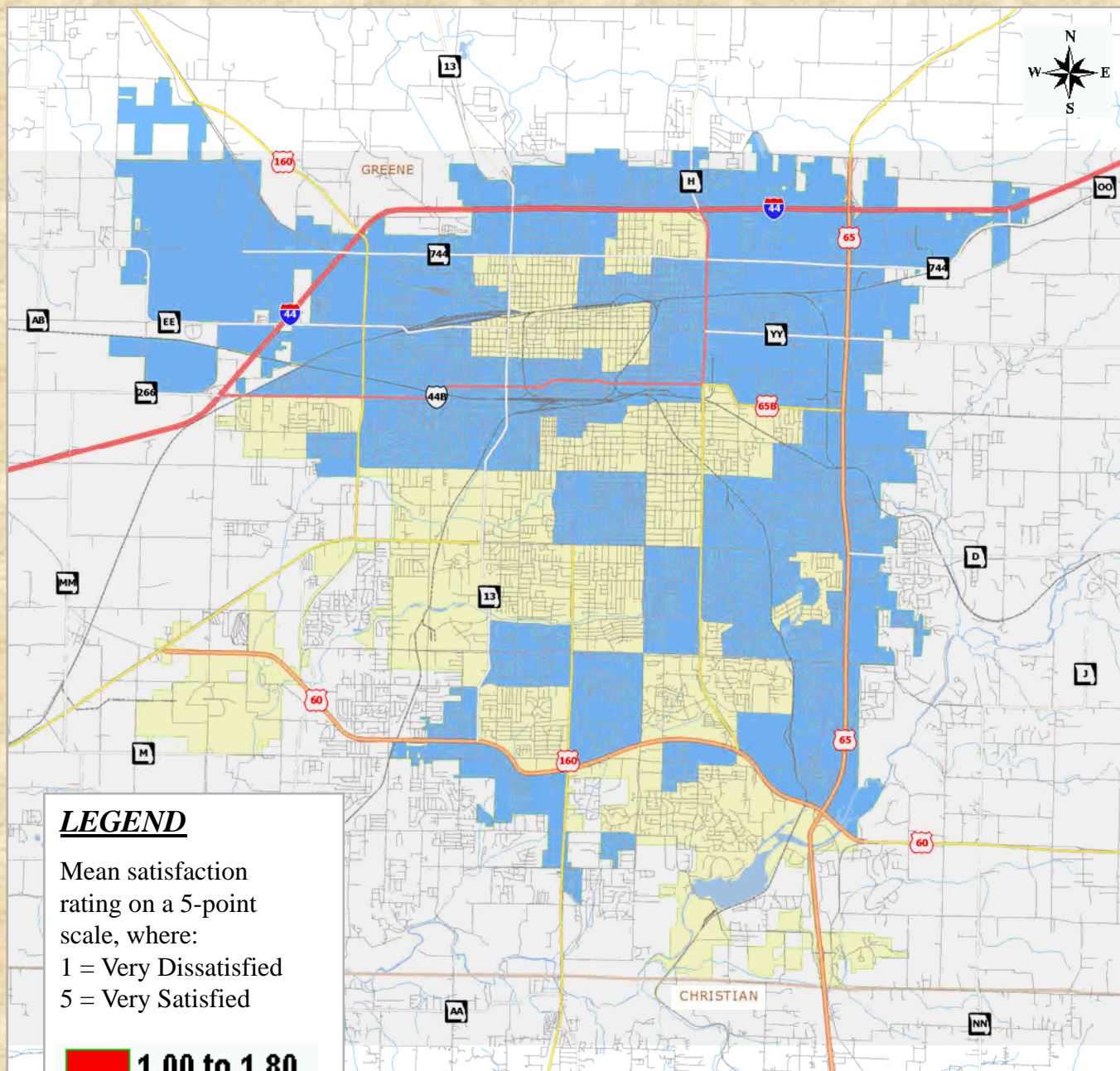
Q1g Flow of traffic in the City



Q1h Quality of the City's stormwater management system



Q1i City yardwaste disposal services



LEGEND

Mean satisfaction rating on a 5-point scale, where:

1 = Very Dissatisfied
5 = Very Satisfied



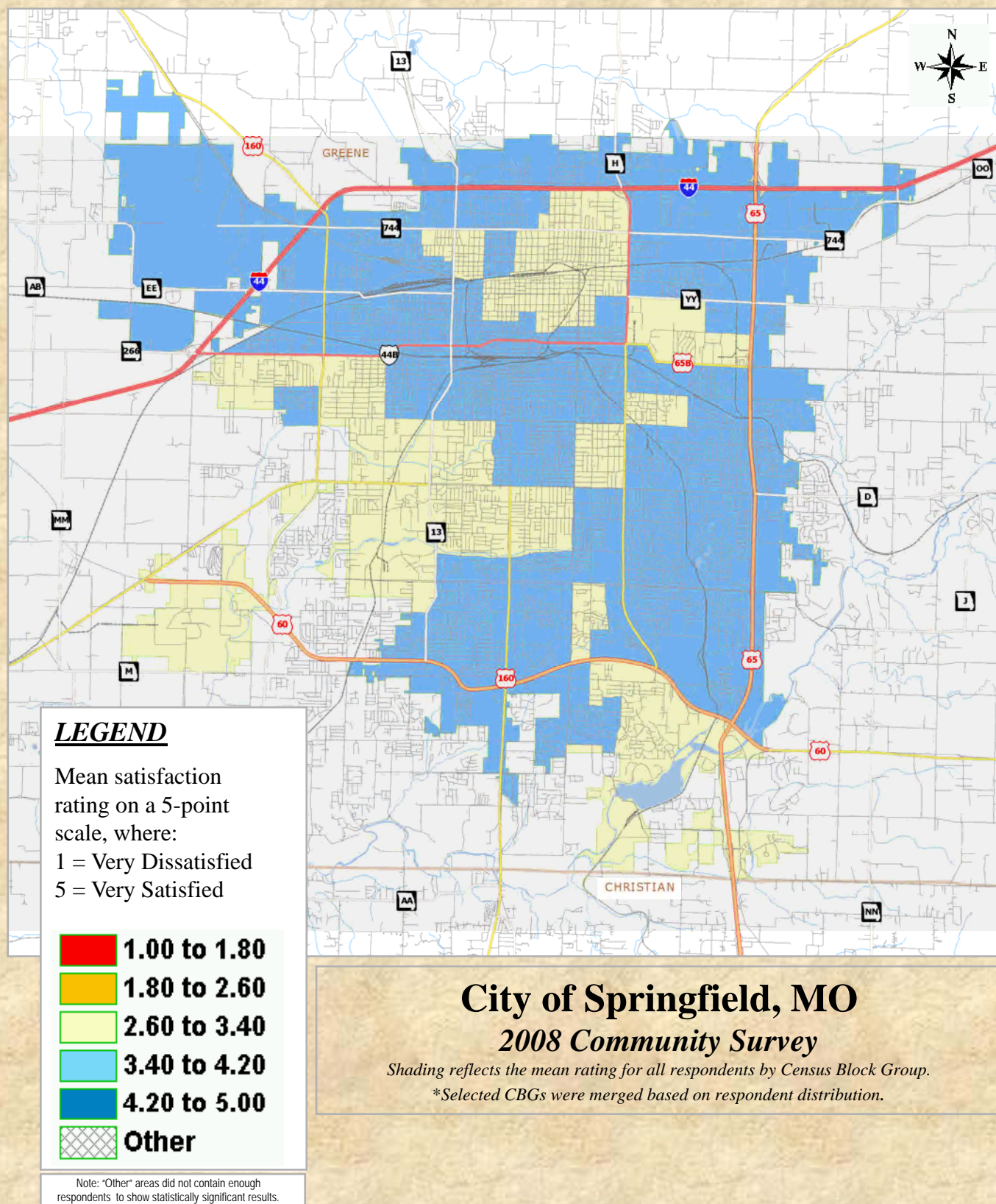
Note: "Other" areas did not contain enough respondents to show statistically significant results.

City of Springfield, MO **2008 Community Survey**

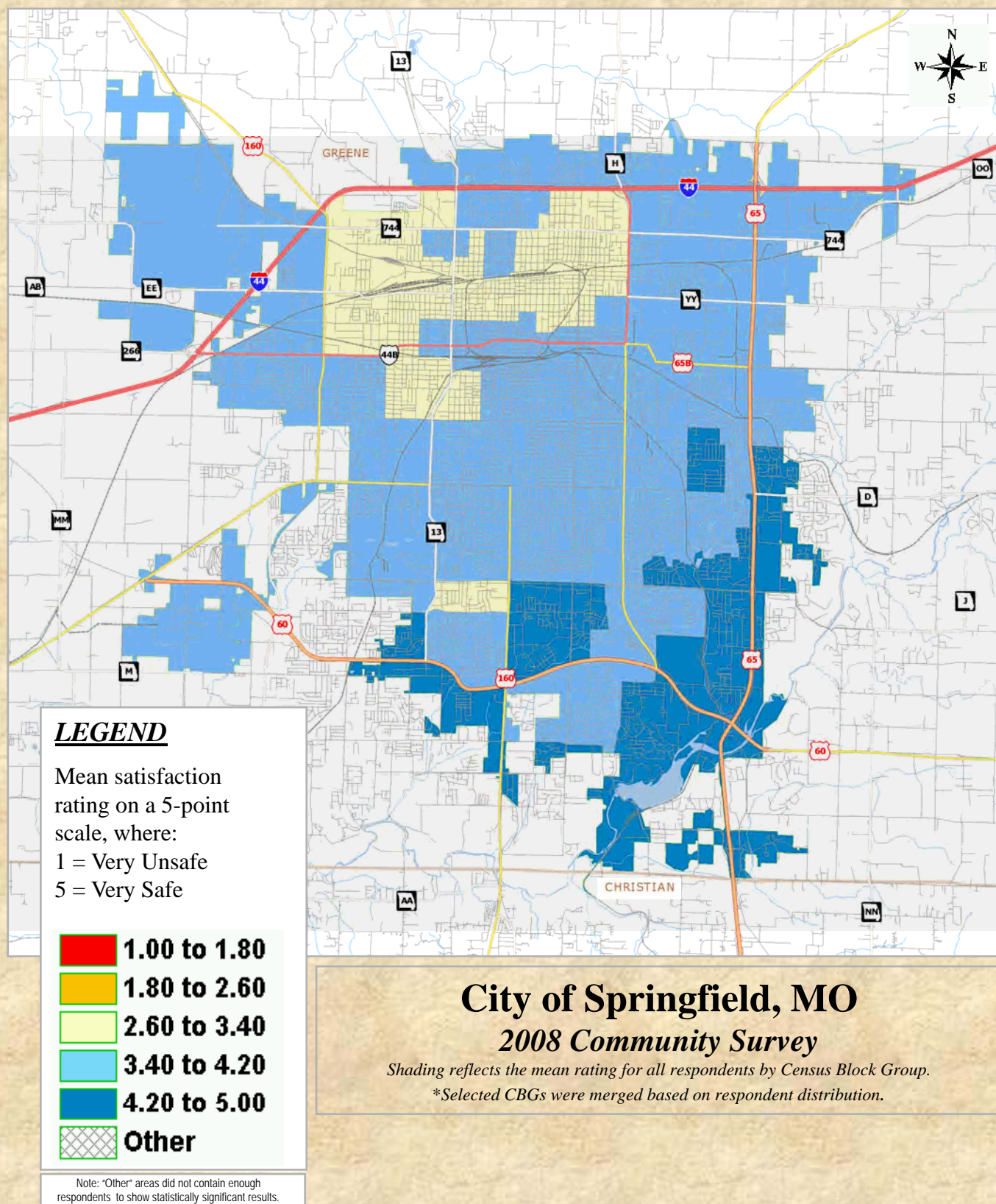
Shading reflects the mean rating for all respondents by Census Block Group.

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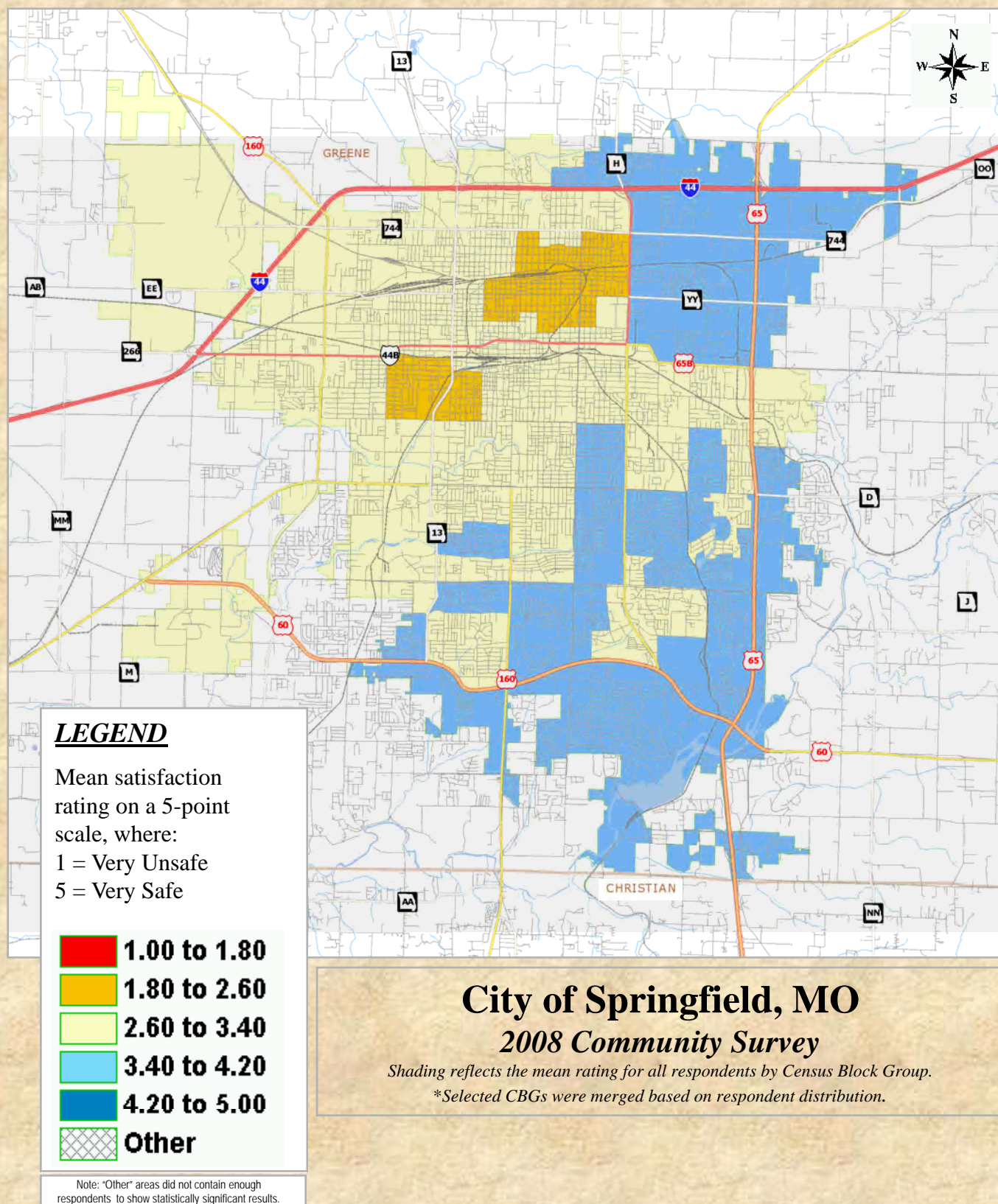
Q1j Wastewater services



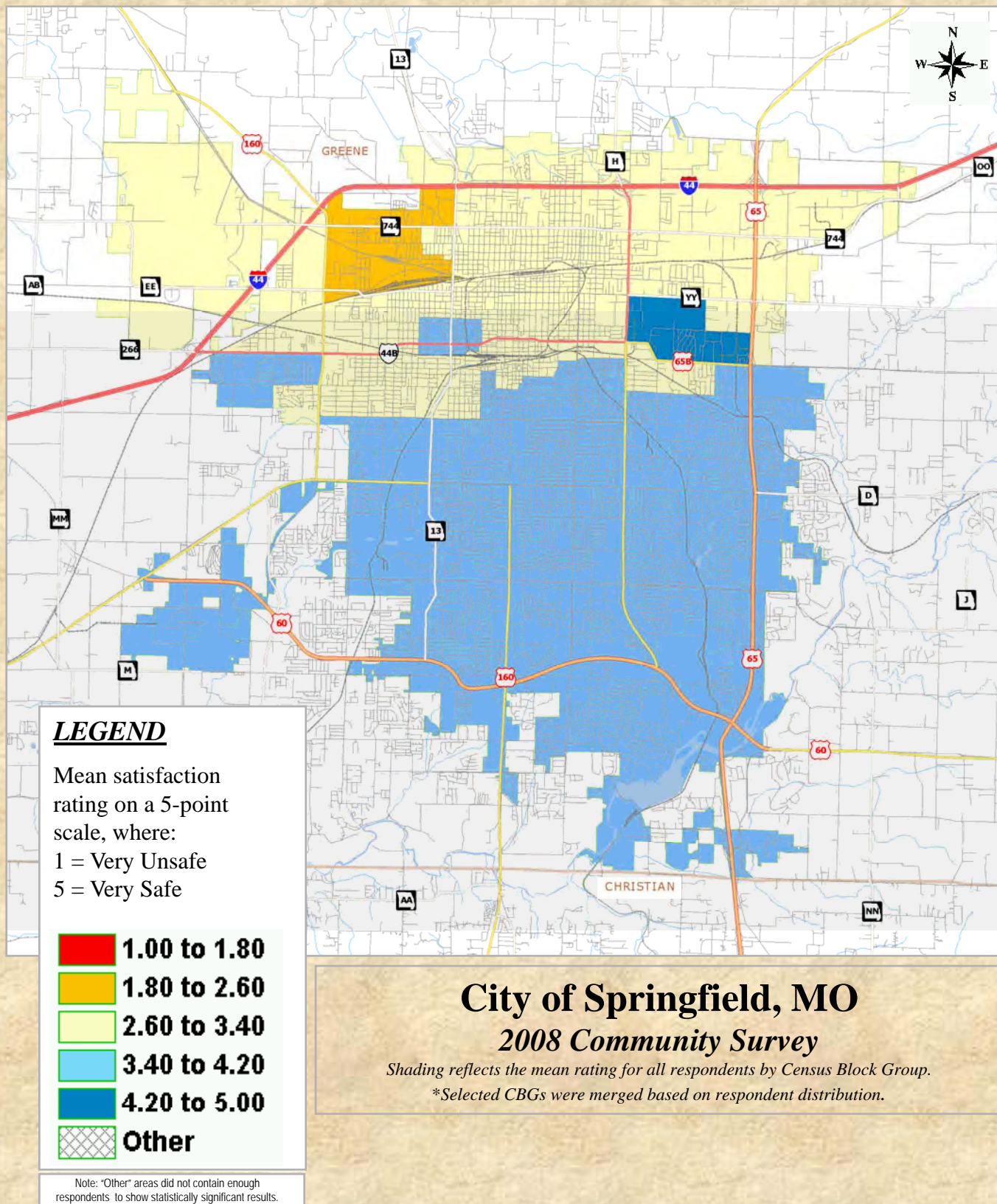
Q3a From violent crime in your neighborhood



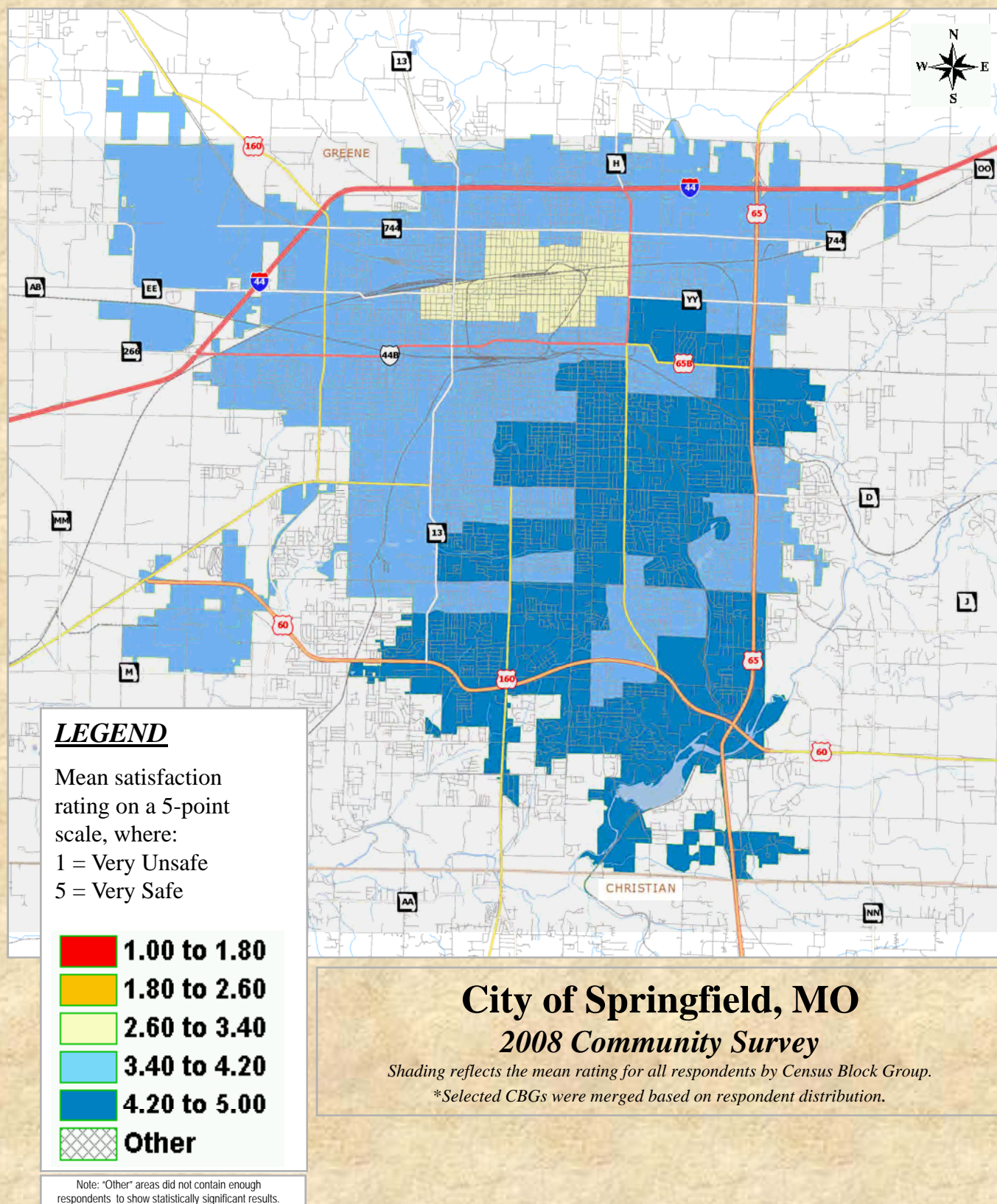
Q3b From property crime in your neighborhood



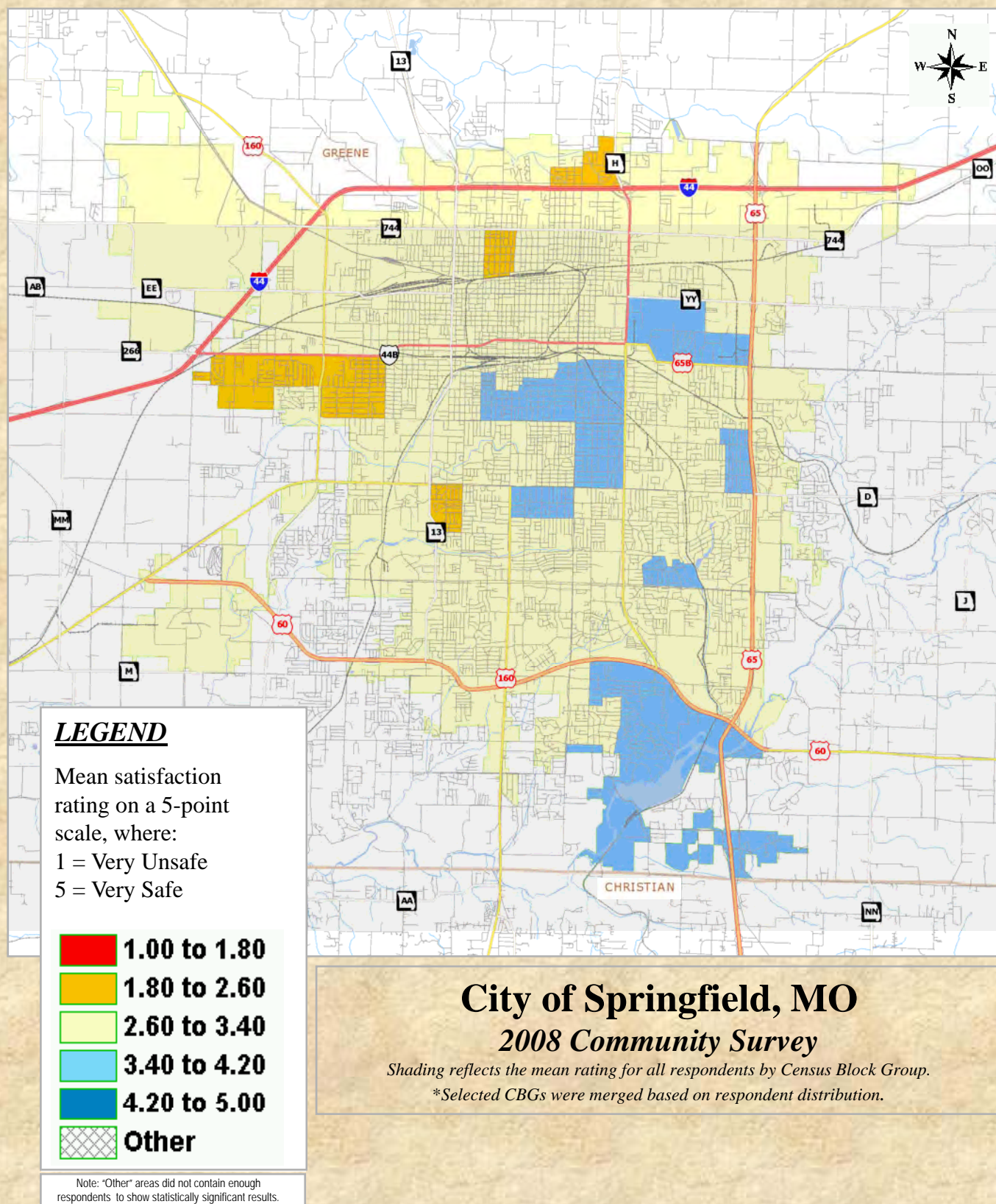
Q3c In the City park nearest your home



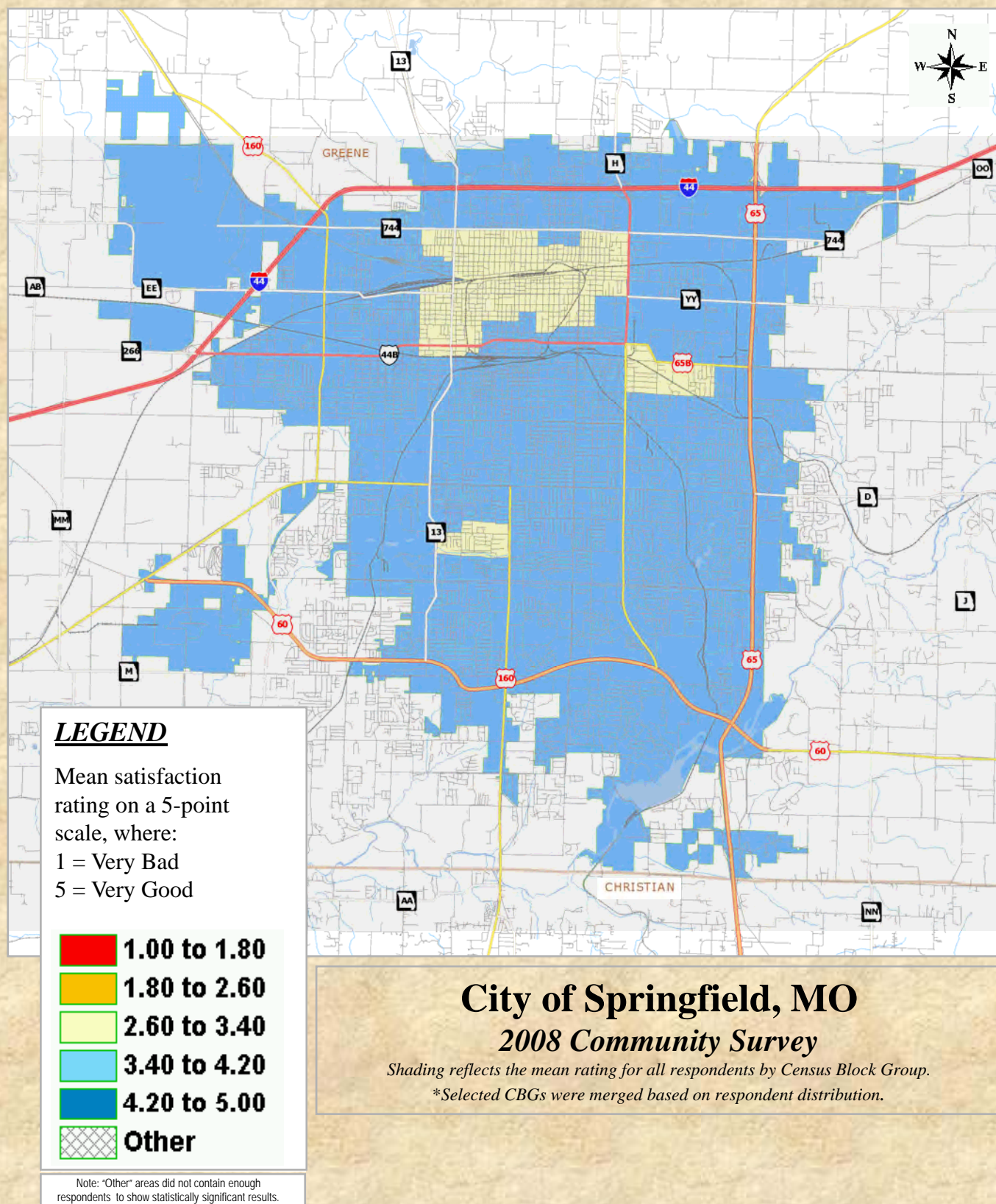
Q3d When walking alone in your neighborhood



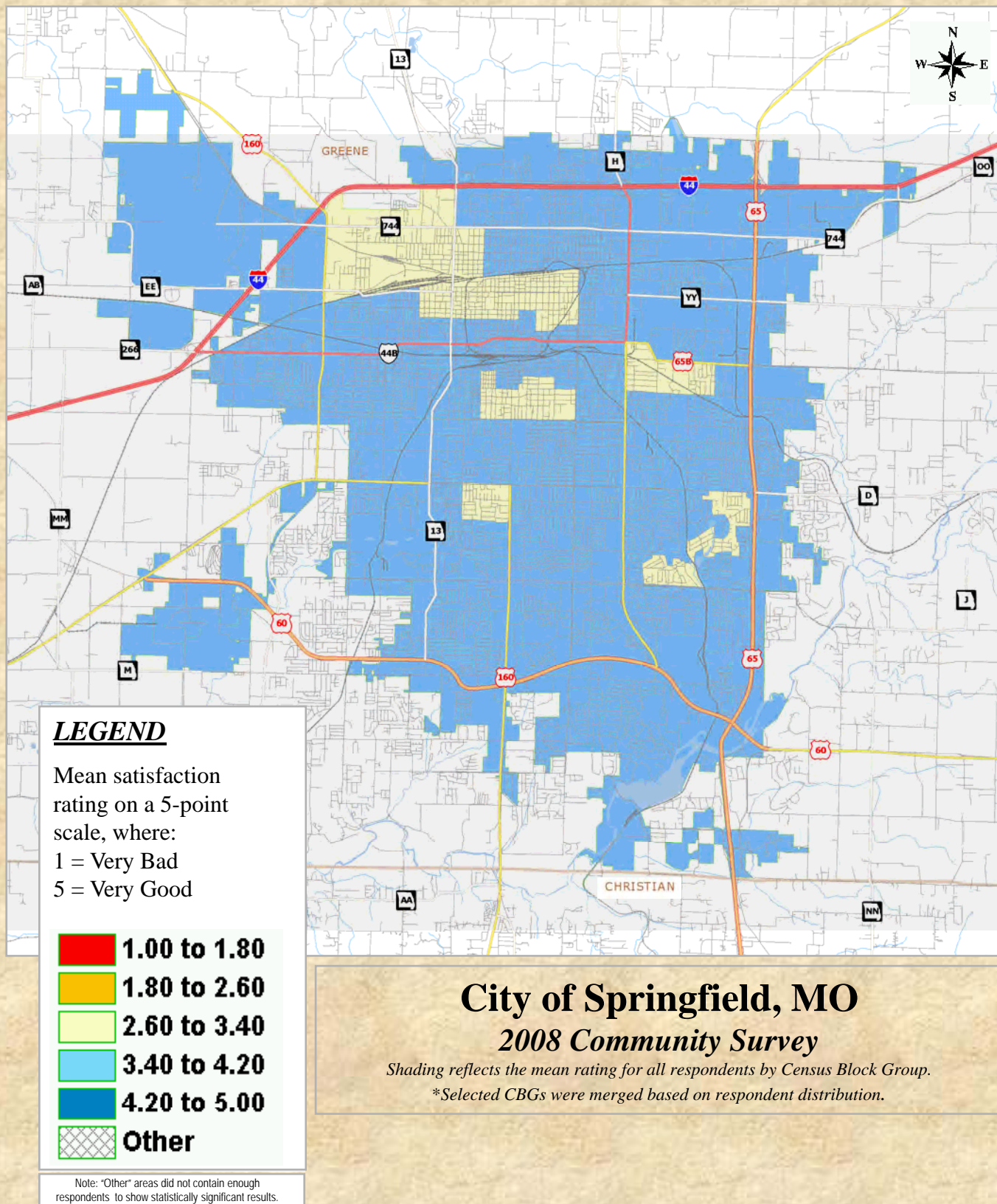
Q3e In Downtown Springfield



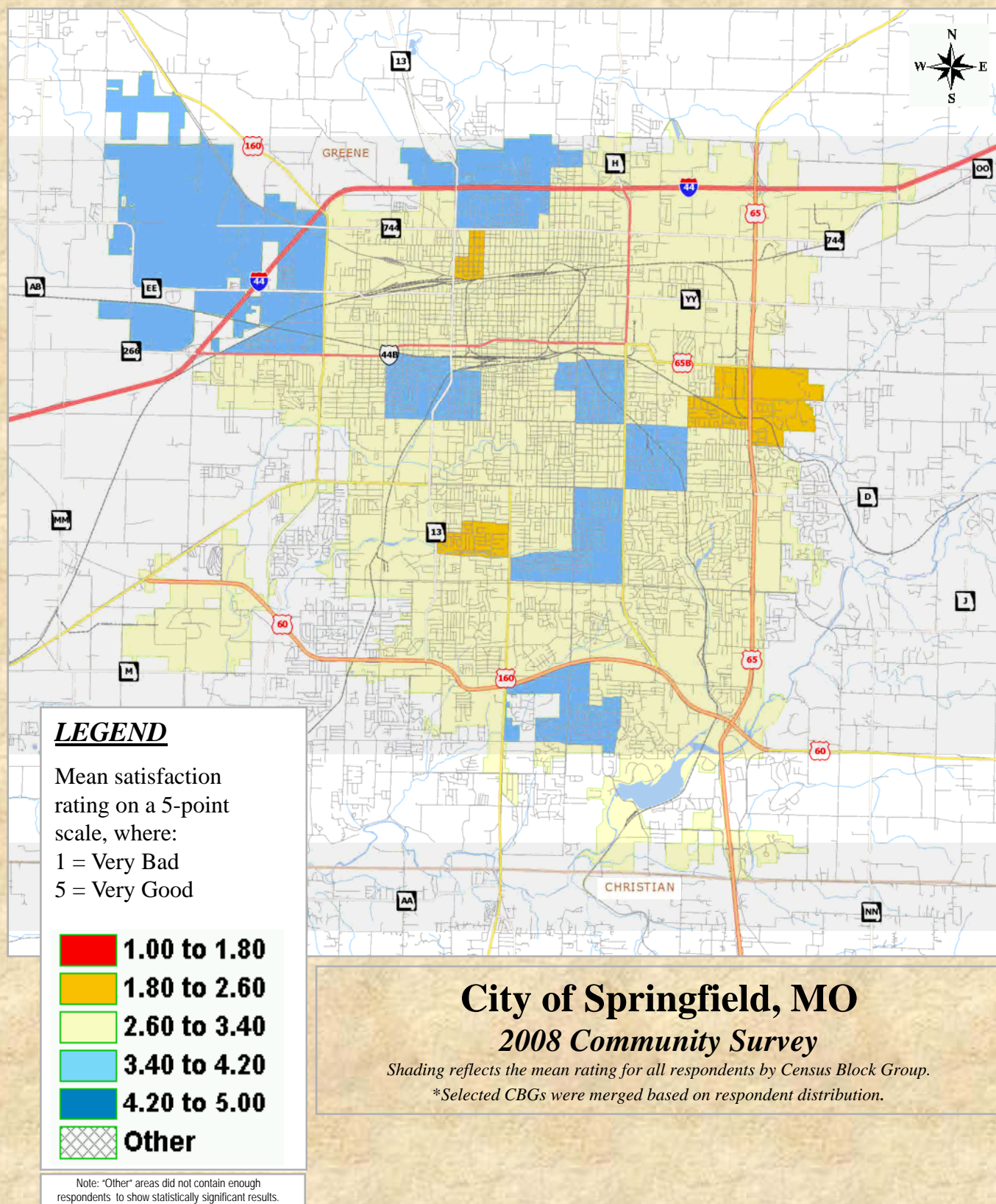
Q4a Quality of services provided by the City



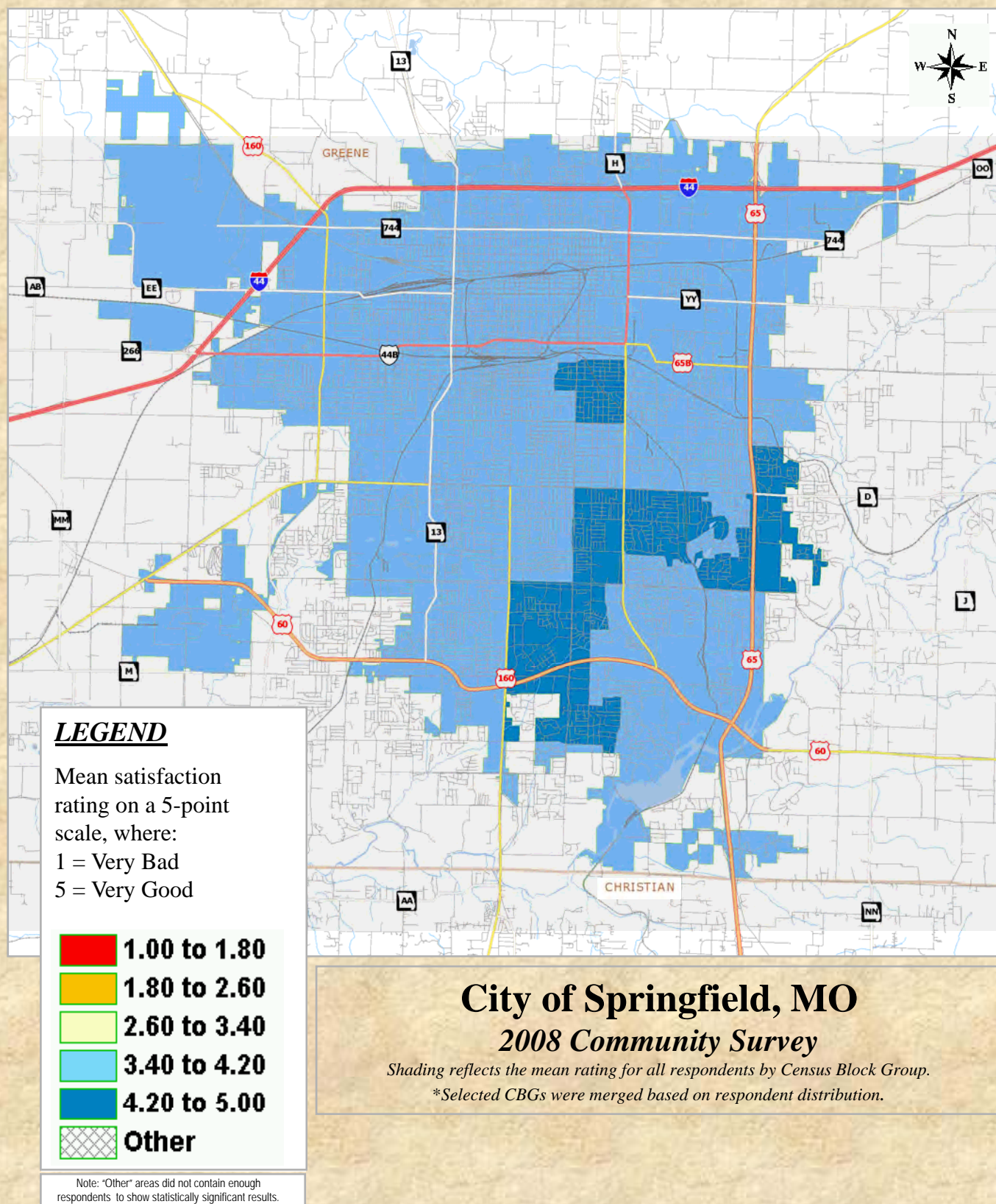
Q4b Appearance & attractiveness of City



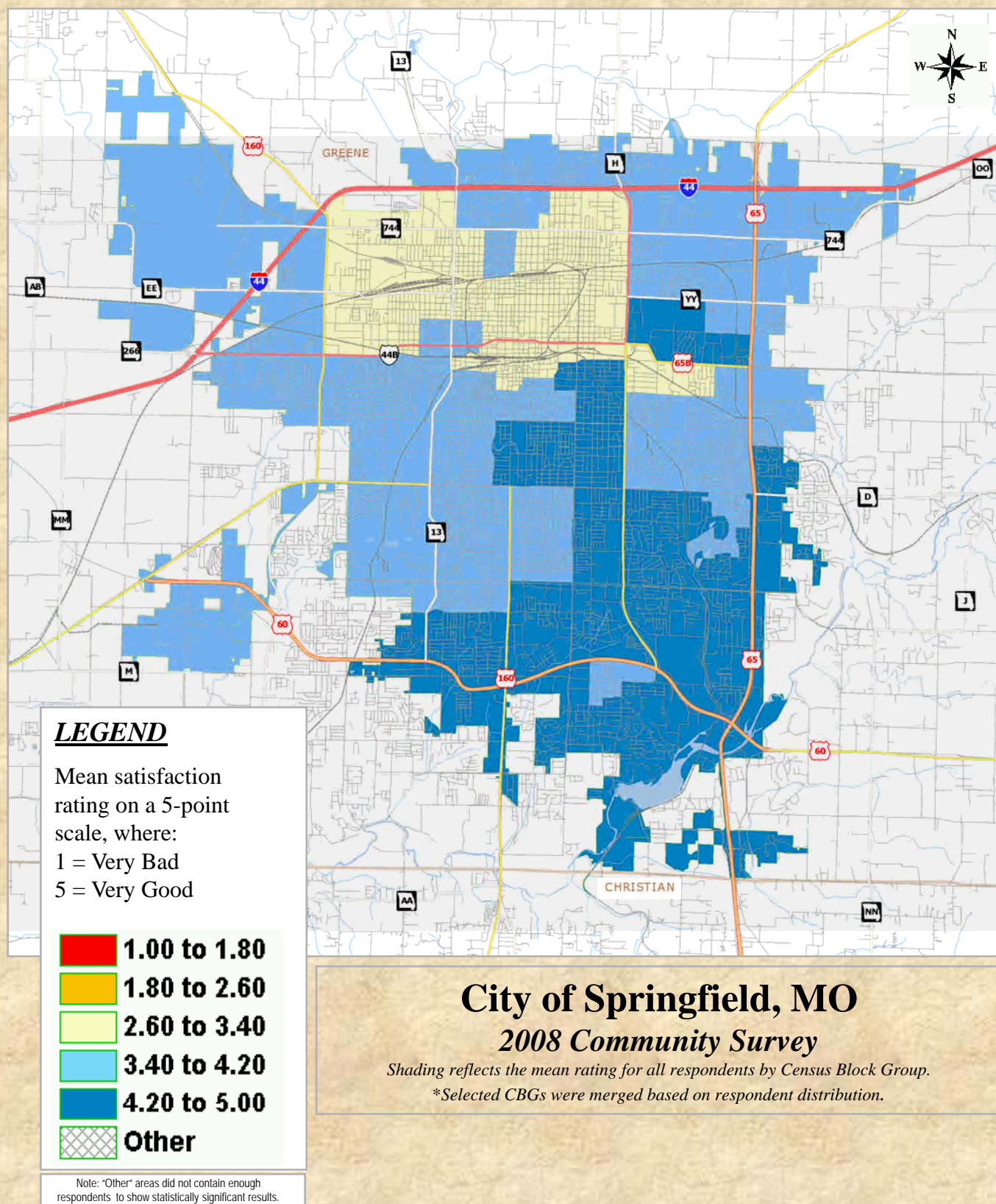
Q4c How well the City is planning growth



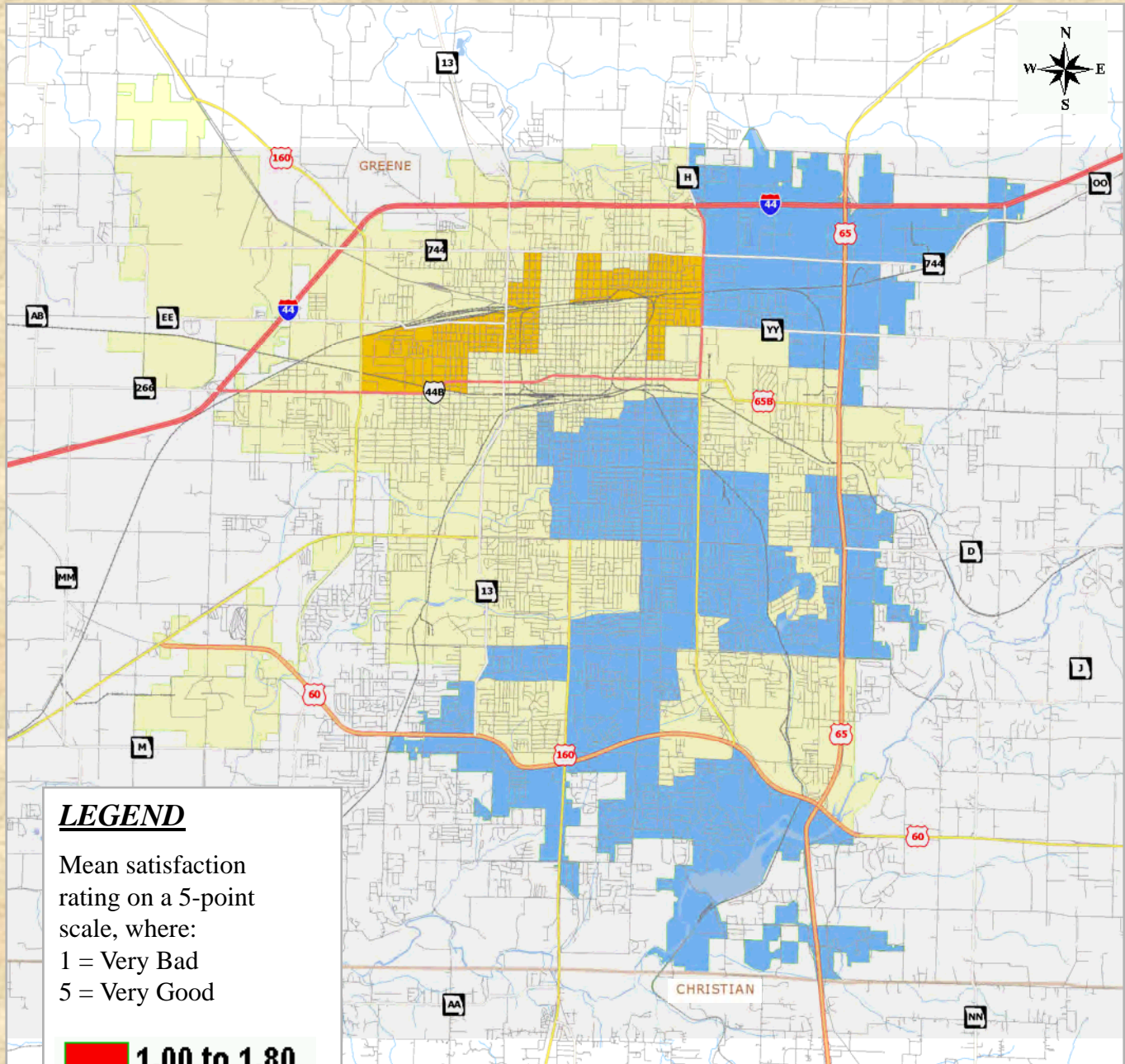
Q4d Quality of life in Springfield



Q4e Your neighborhood as a place to live



Q4f Value you receive for your City tax dollars and fees



LEGEND

Mean satisfaction rating on a 5-point scale, where:

1 = Very Bad

5 = Very Good



Note: "Other" areas did not contain enough respondents to show statistically significant results.

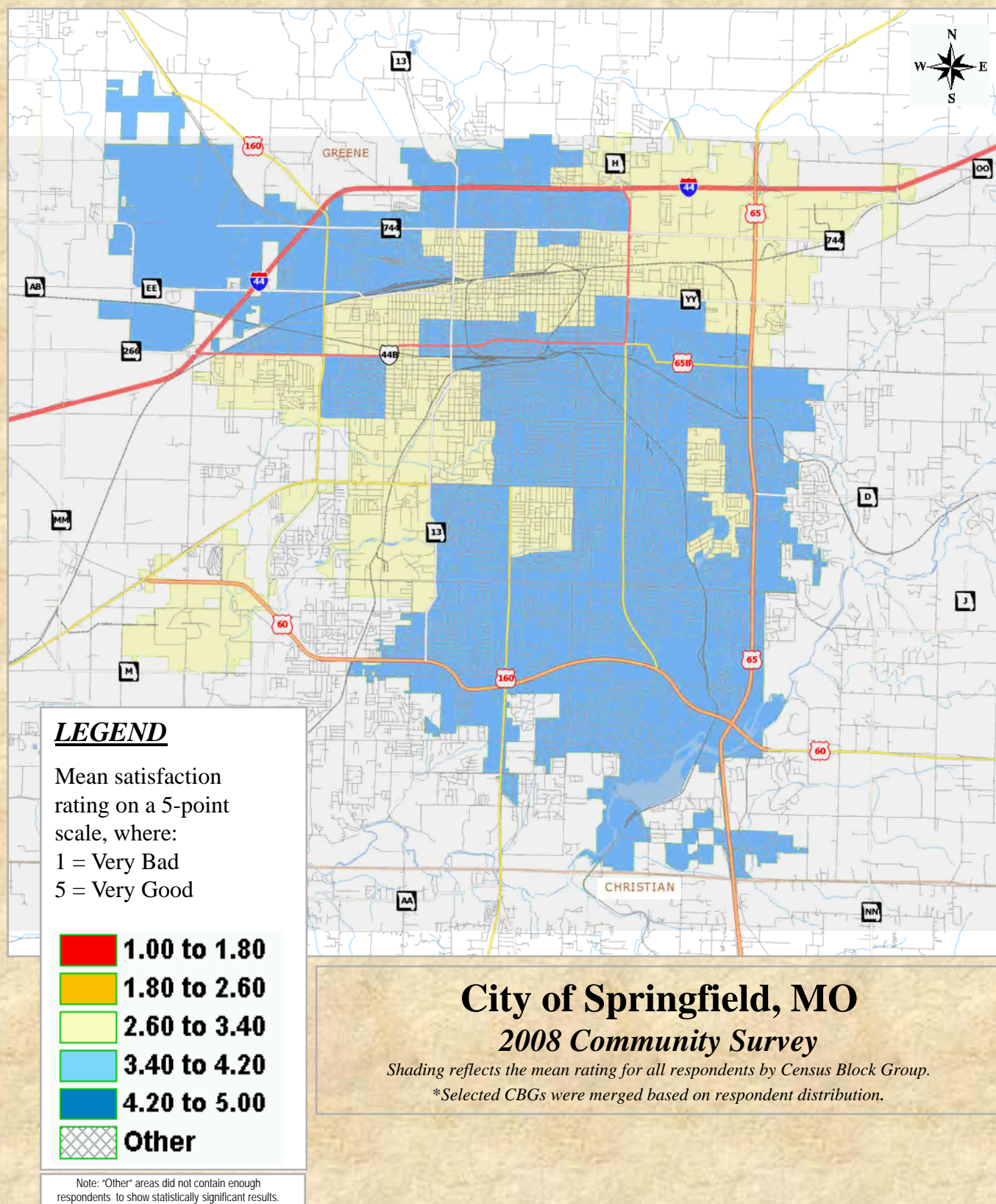
City of Springfield, MO

2008 Community Survey

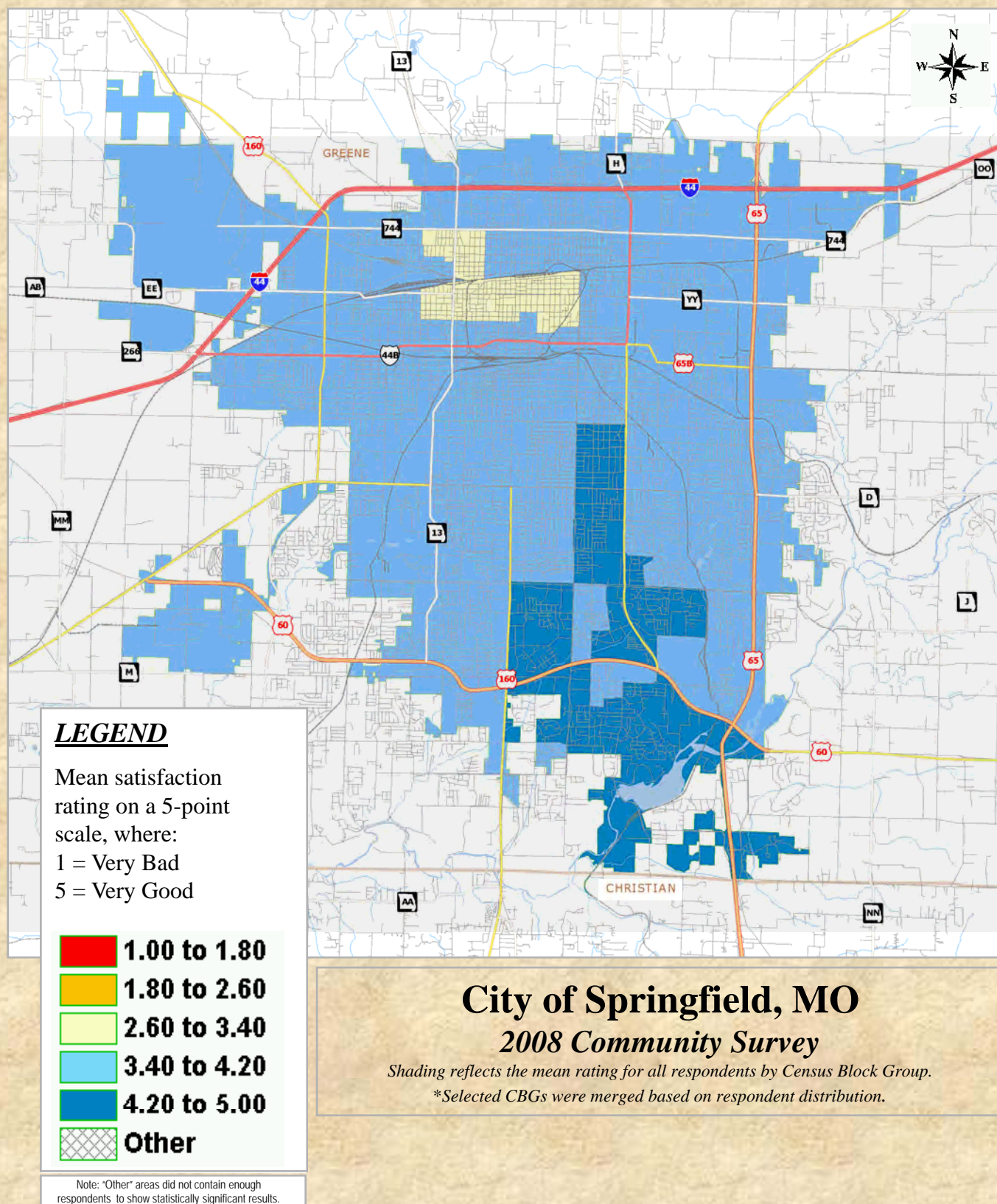
Shading reflects the mean rating for all respondents by Census Block Group.

**Selected CBGs were merged based on respondent distribution.*

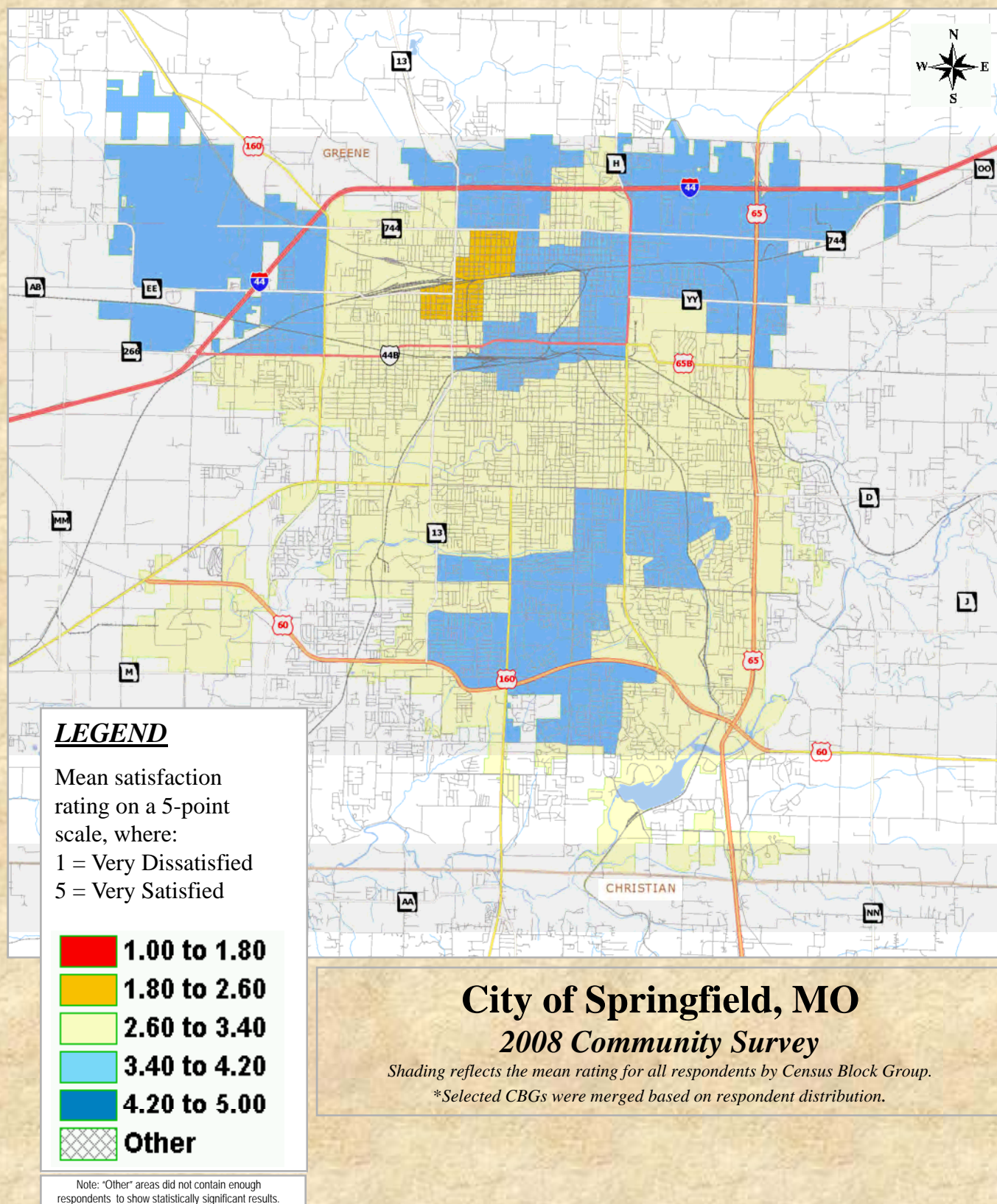
Q4g Springfield as a place to work



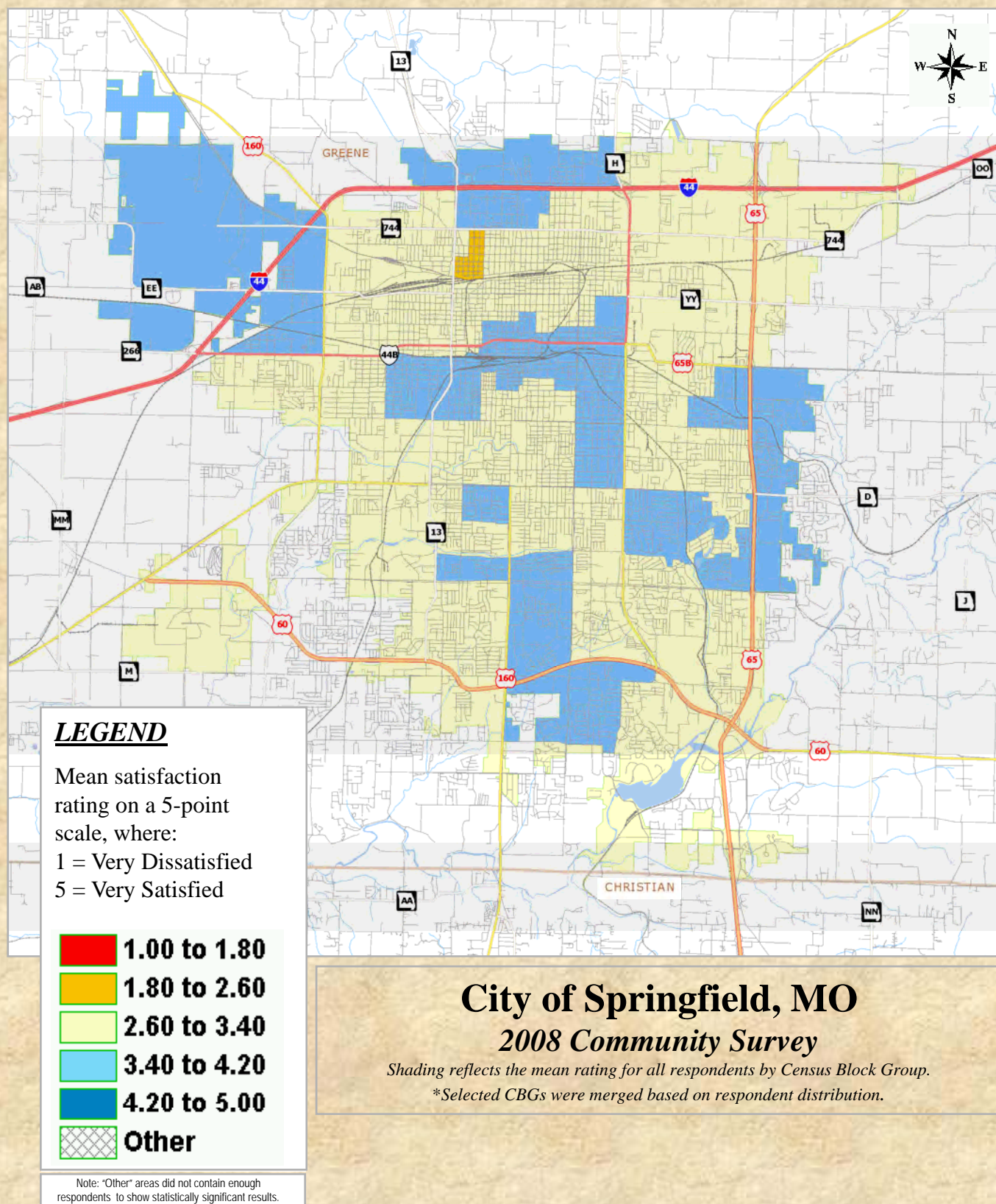
Q4h Springfield as a place to raise children



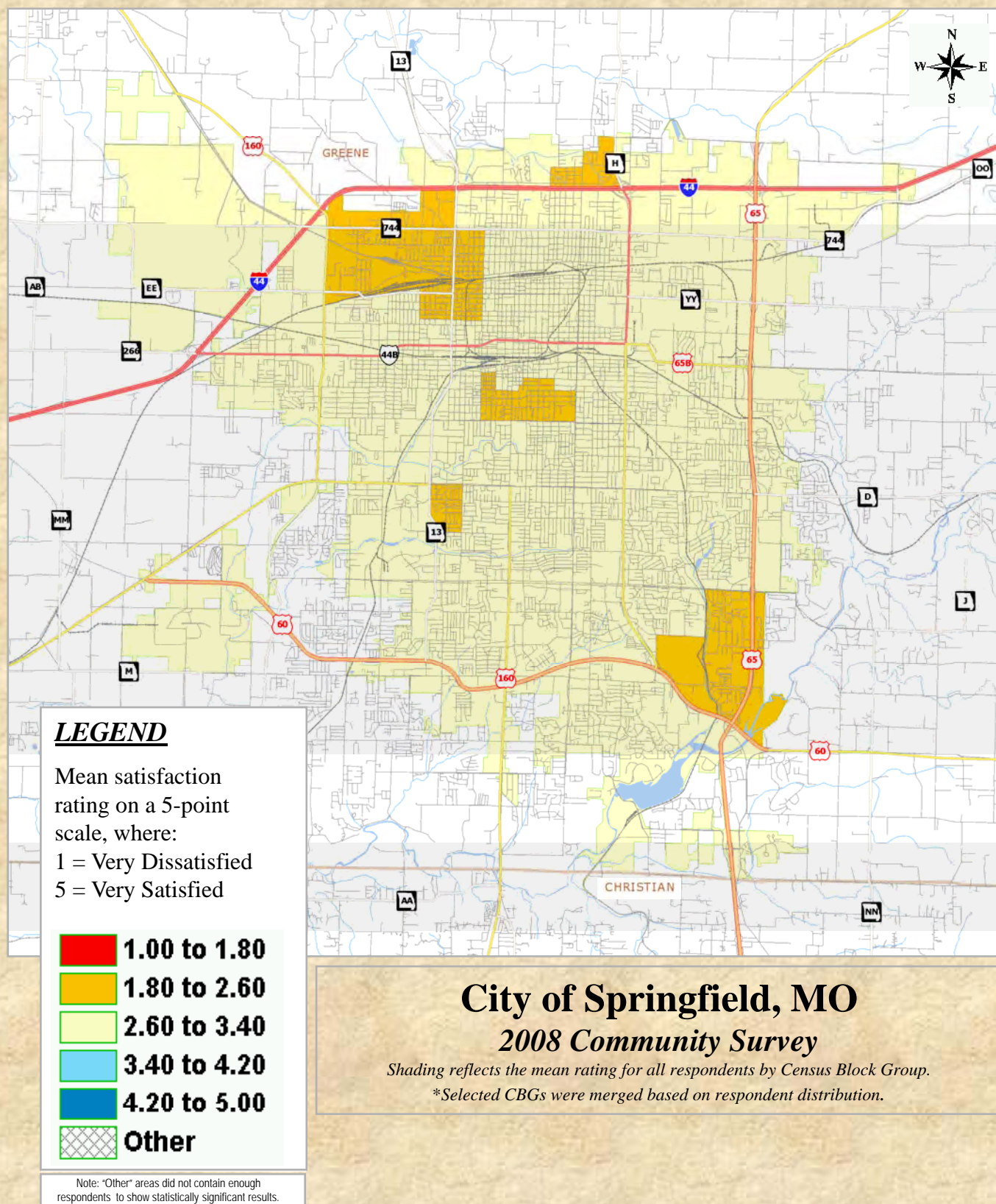
Q9a Availability of information about City programs and services



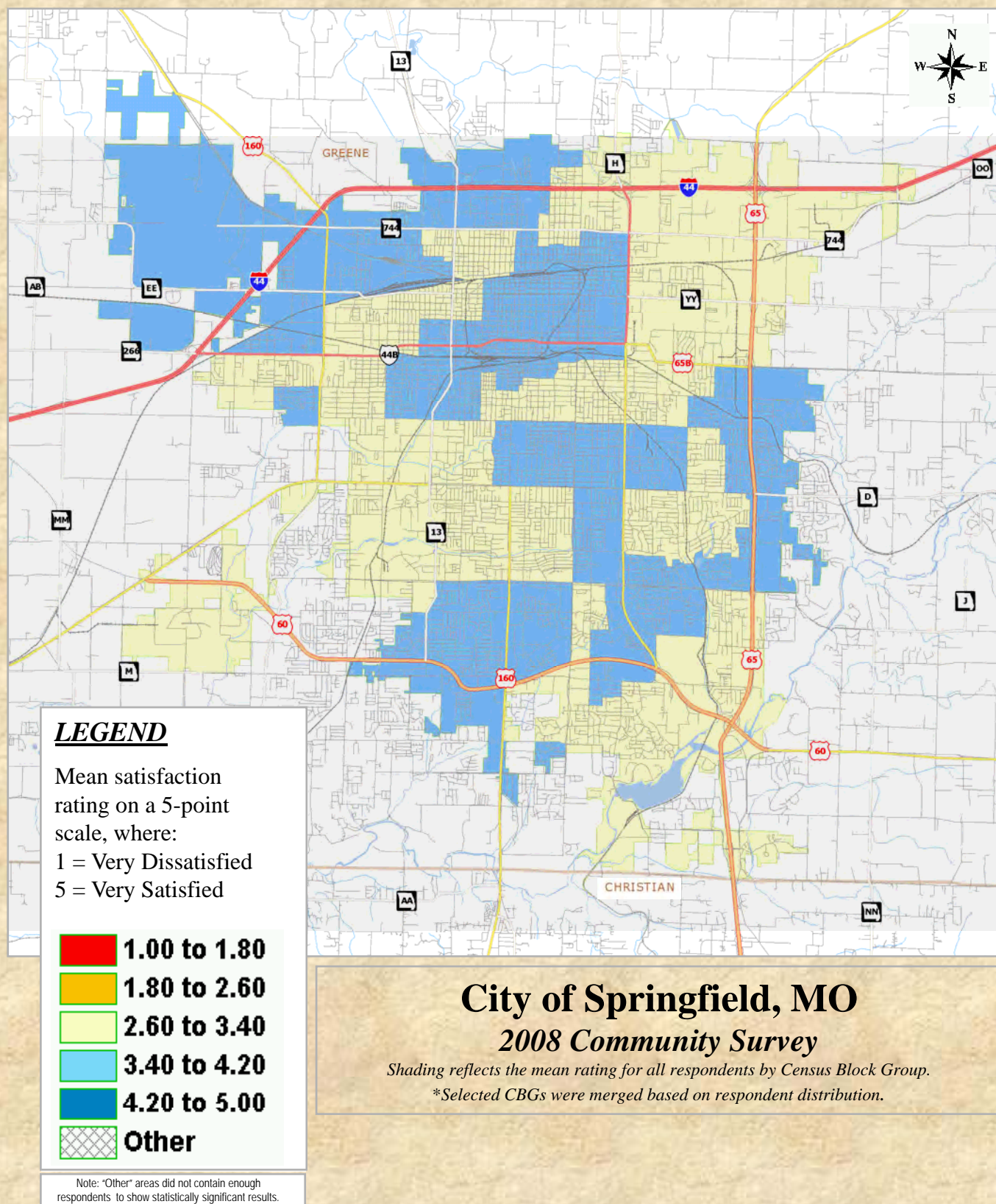
Q9b City efforts to keep residents informed about local issues



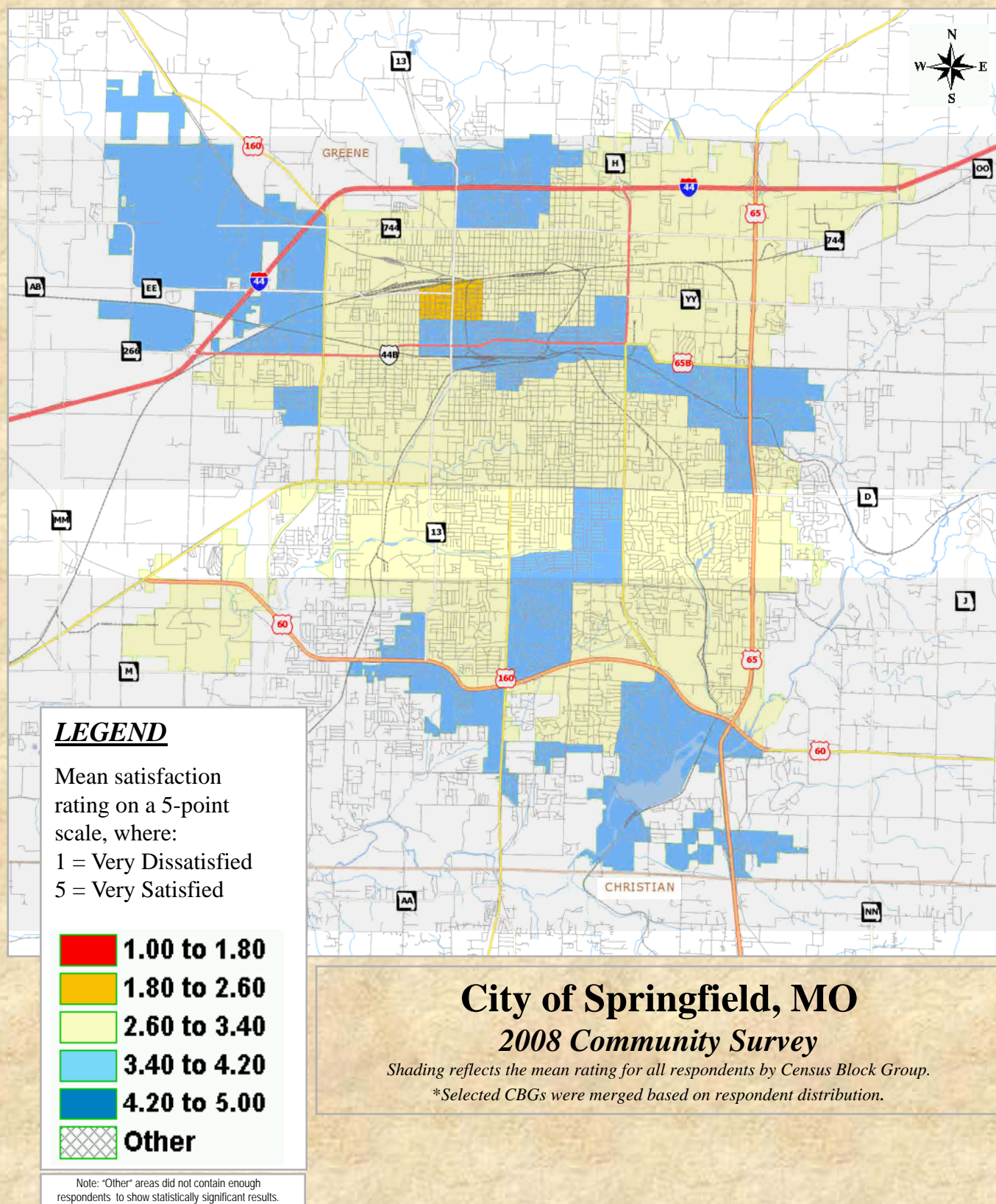
Q9c Level of public involvement in local decisions



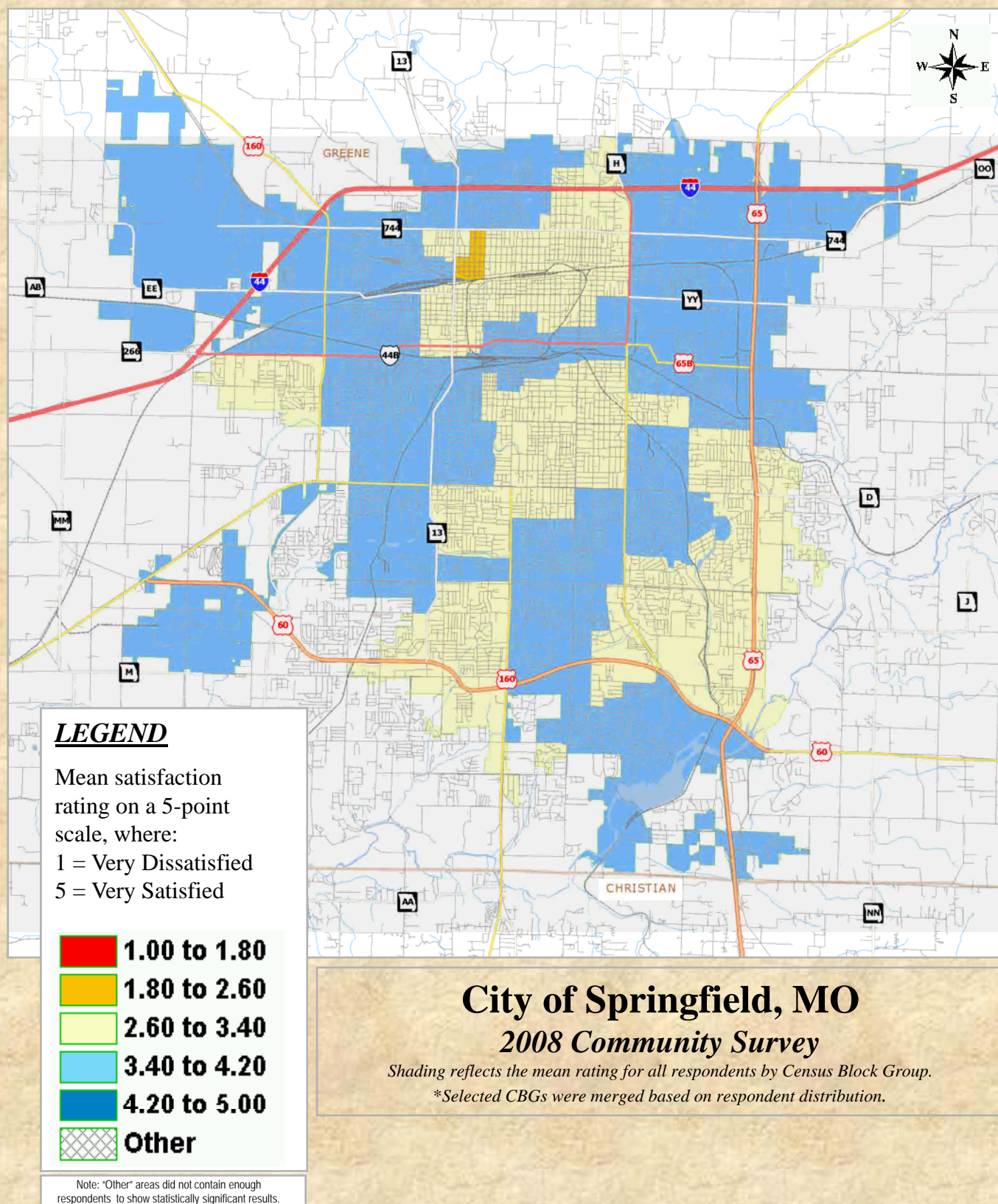
Q9d Types of information that are available on the City's Web site



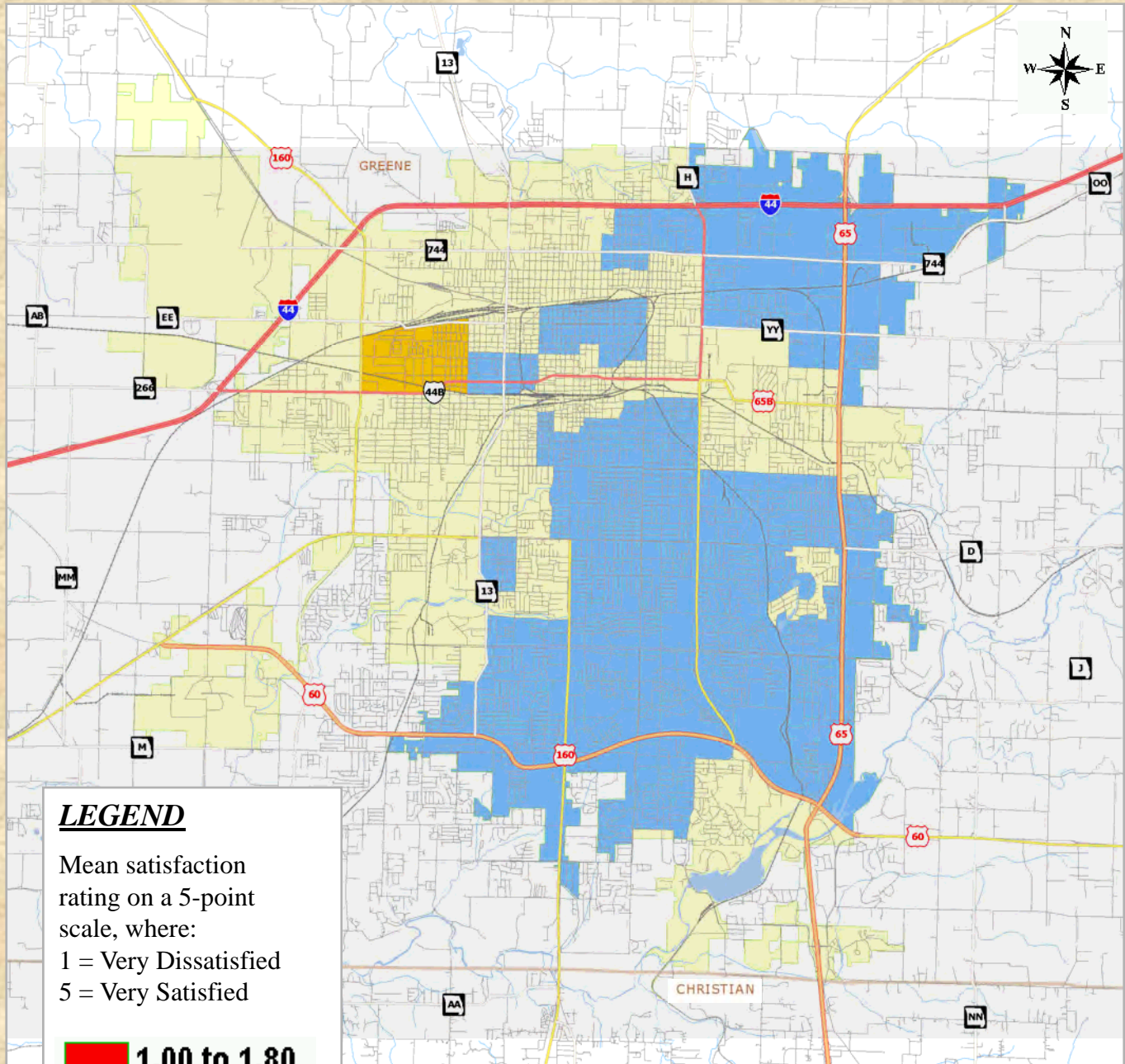
Q9e How easy it is to find information on the City's Web site



Q9f Quality of the City's government information channel



Q11a Maintenance of major city streets



LEGEND

Mean satisfaction rating on a 5-point scale, where:

1 = Very Dissatisfied
5 = Very Satisfied



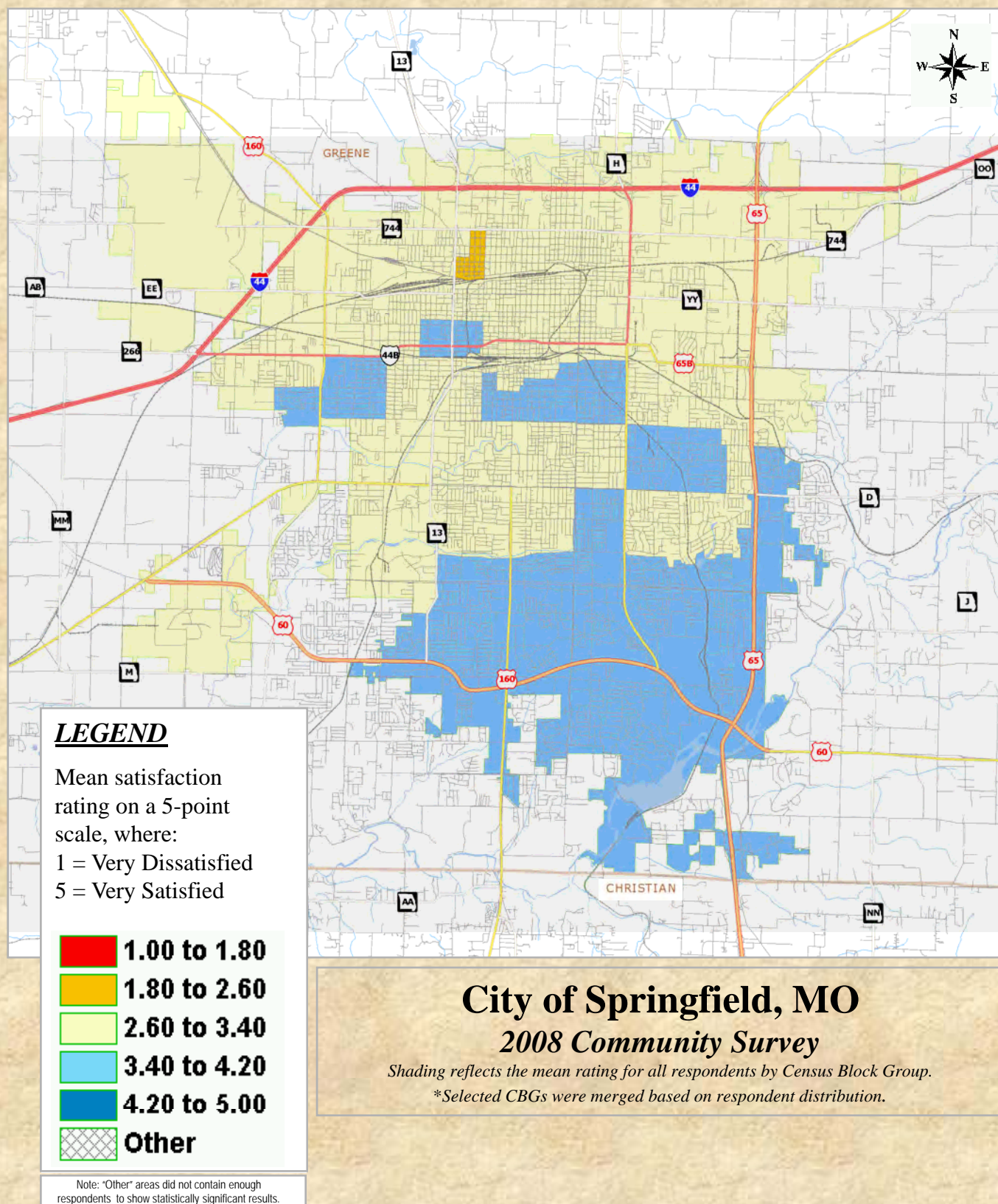
Note: "Other" areas did not contain enough respondents to show statistically significant results.

City of Springfield, MO **2008 Community Survey**

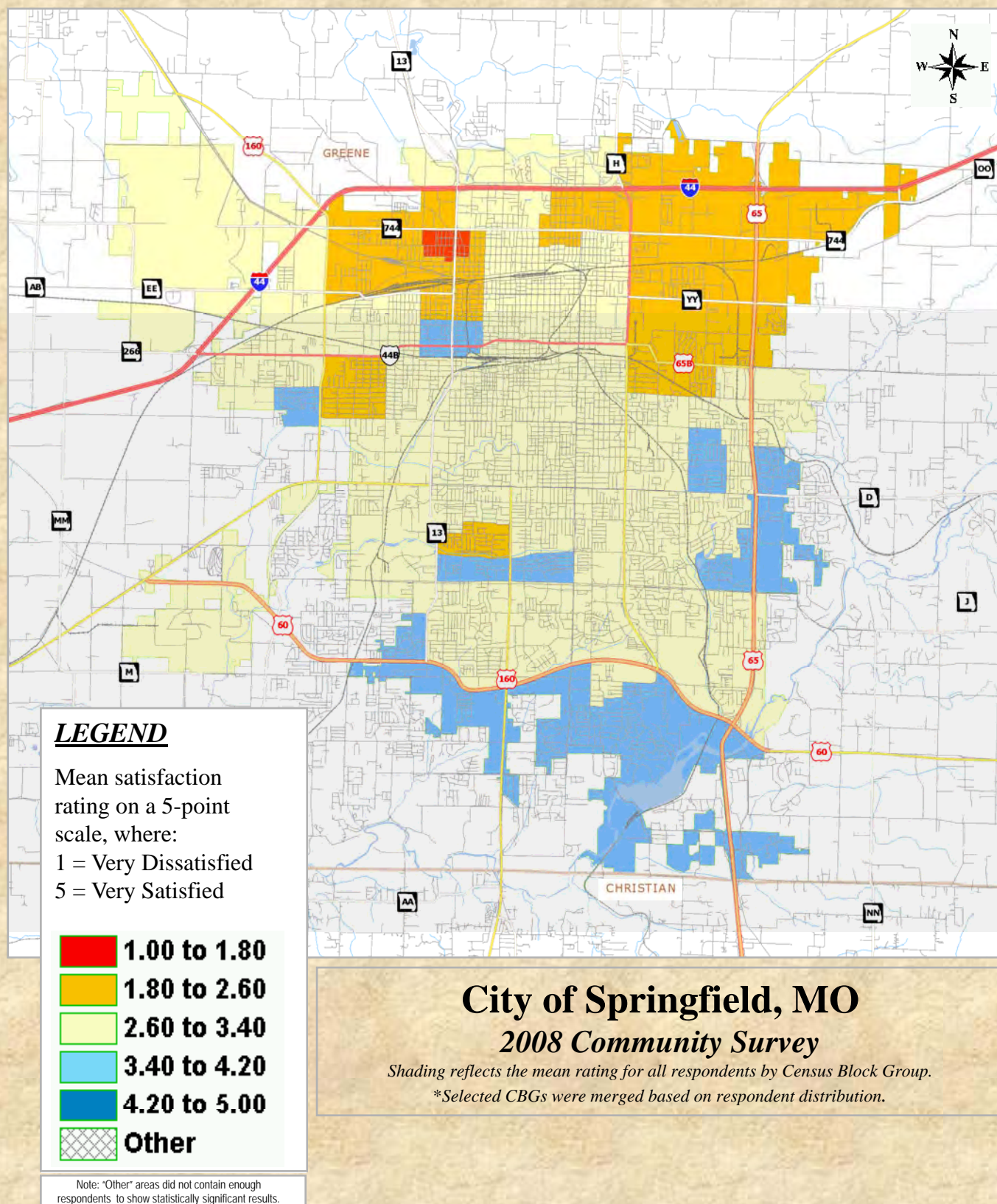
Shading reflects the mean rating for all respondents by Census Block Group.

**Selected CBGs were merged based on respondent distribution.*

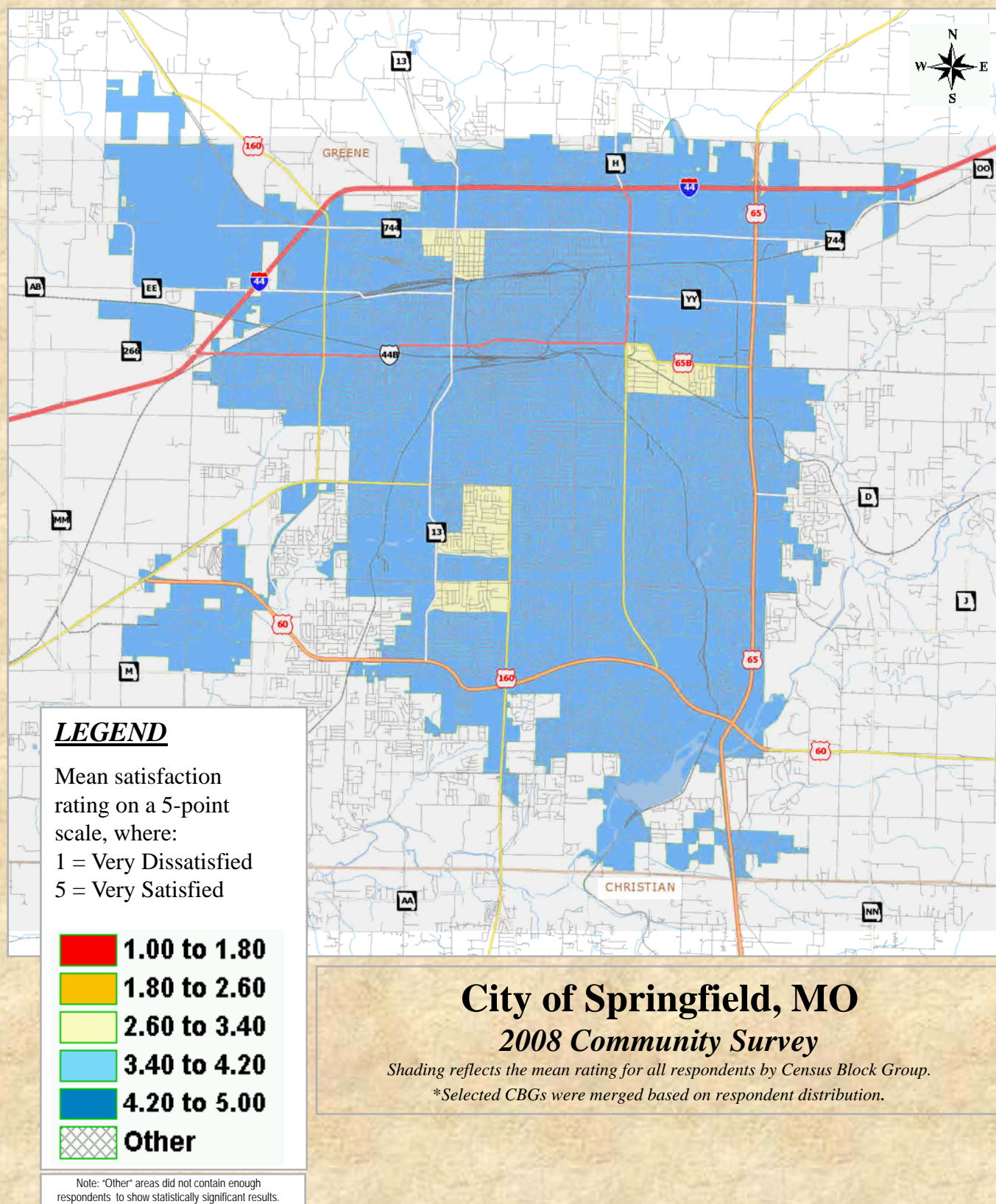
Q11b Maintenance of streets in your neighborhood



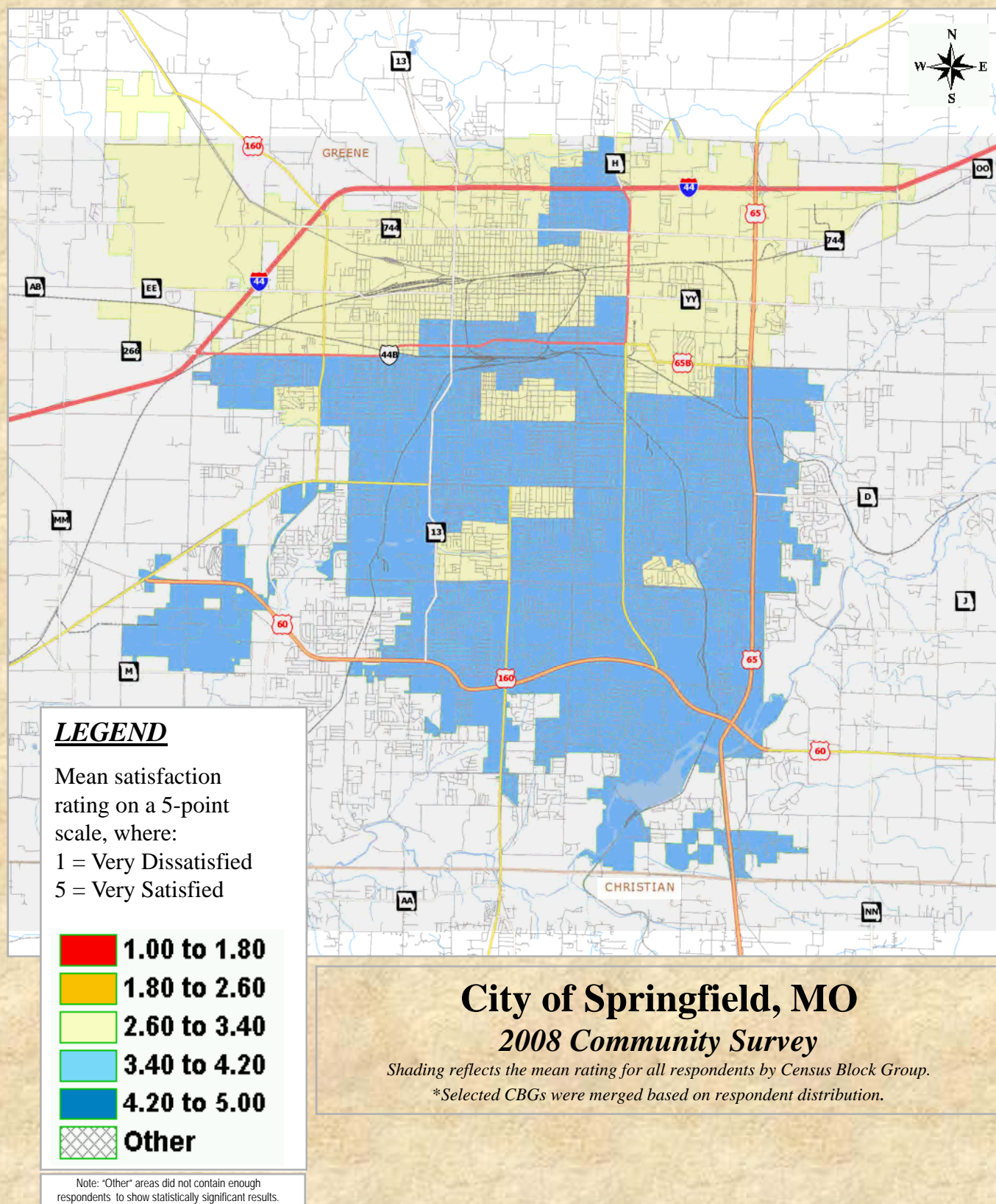
Q11c Maintenance of sidewalks in your neighborhood



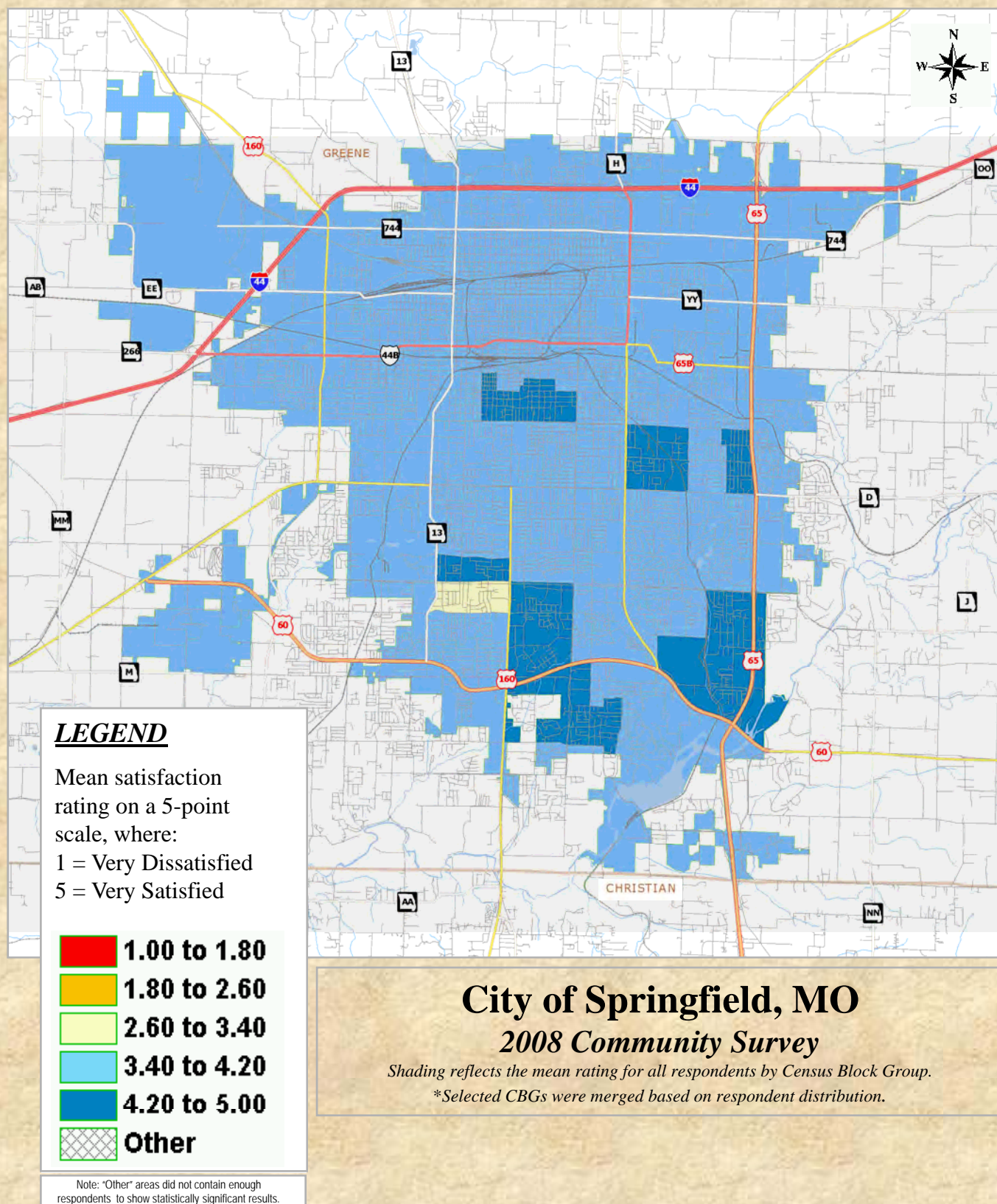
Q11d Maintenance of street signs & traffic signals



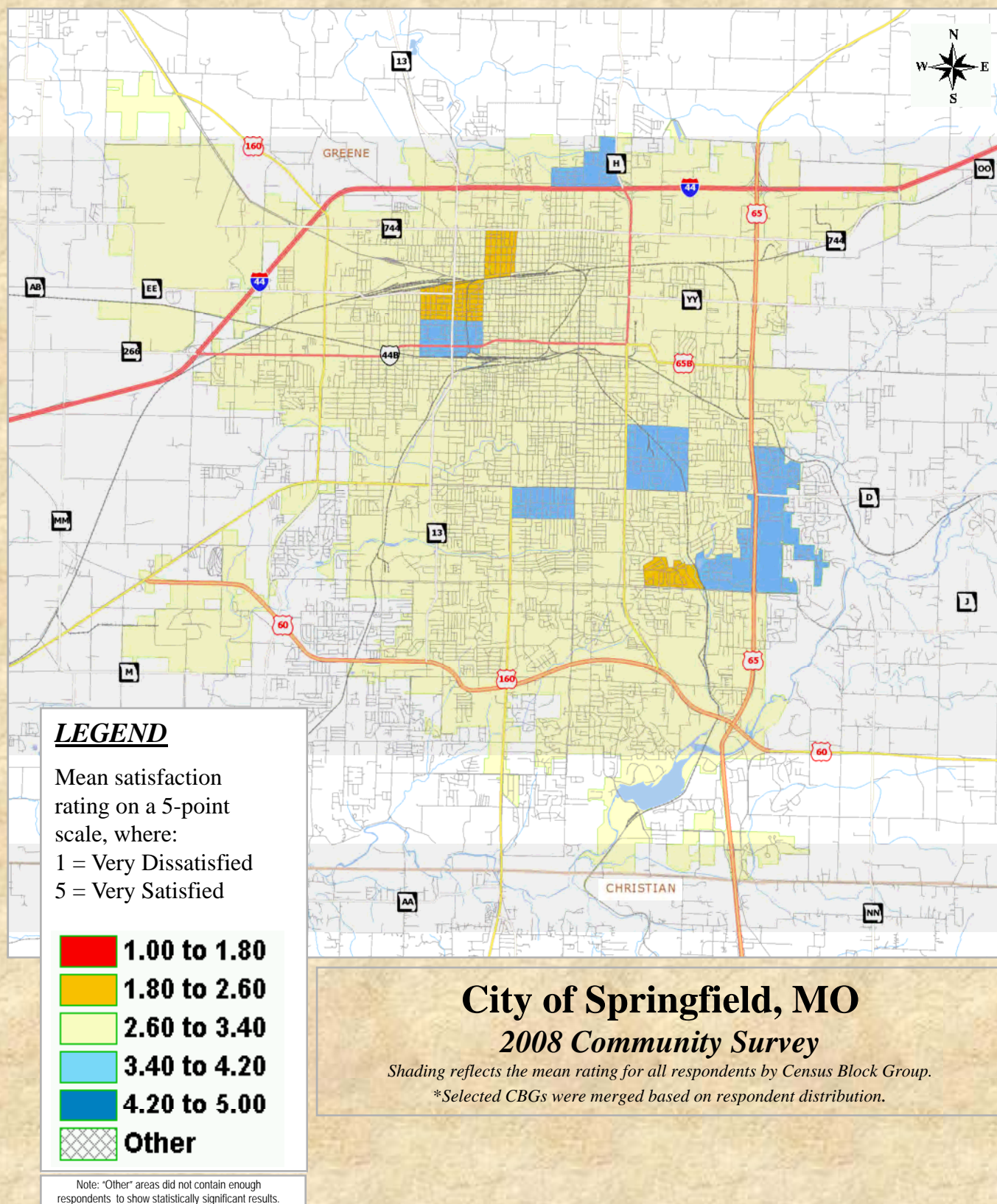
Q11e Cleanliness of City streets & other public areas



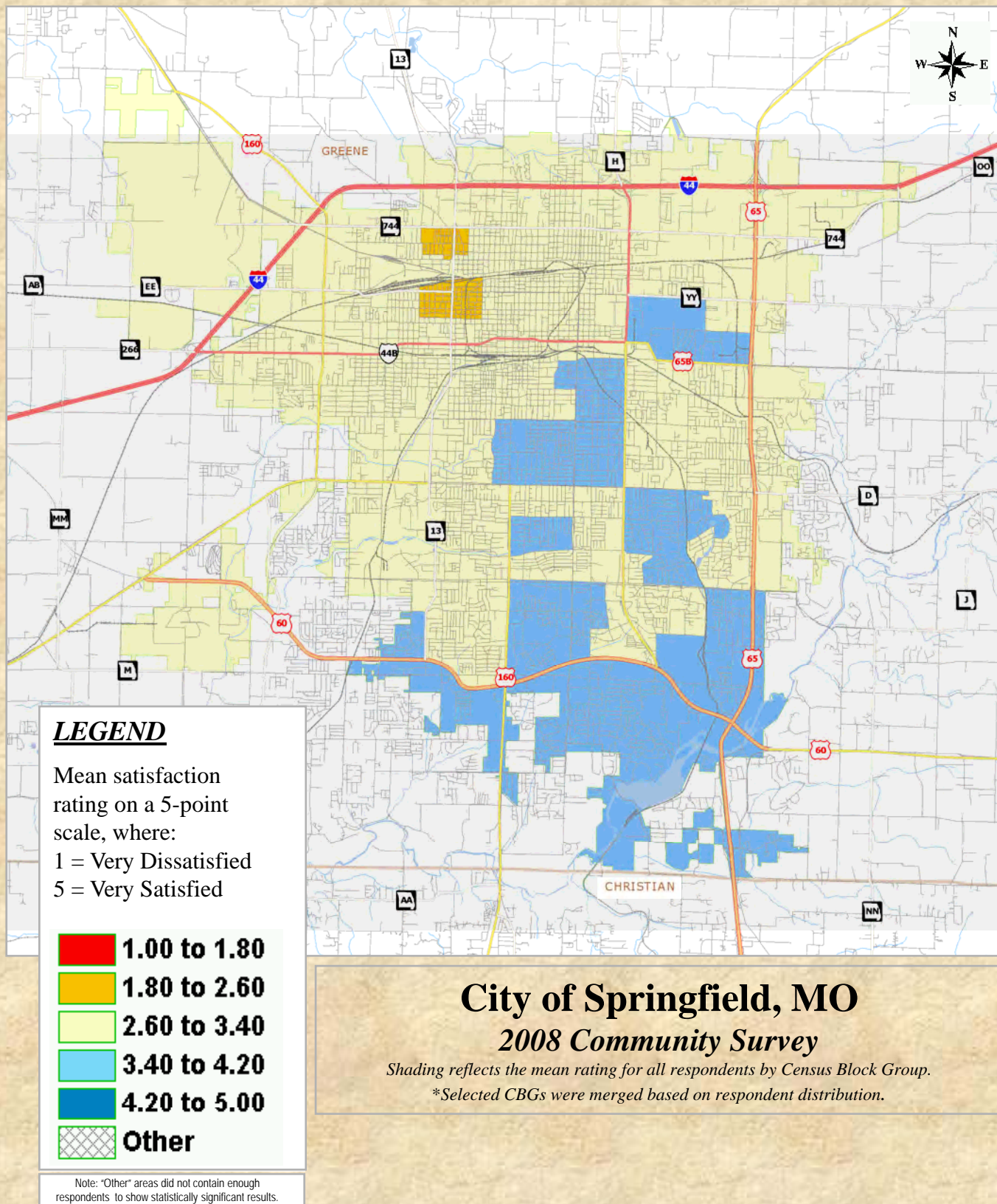
Q11f Maintenance of City-owned buildings



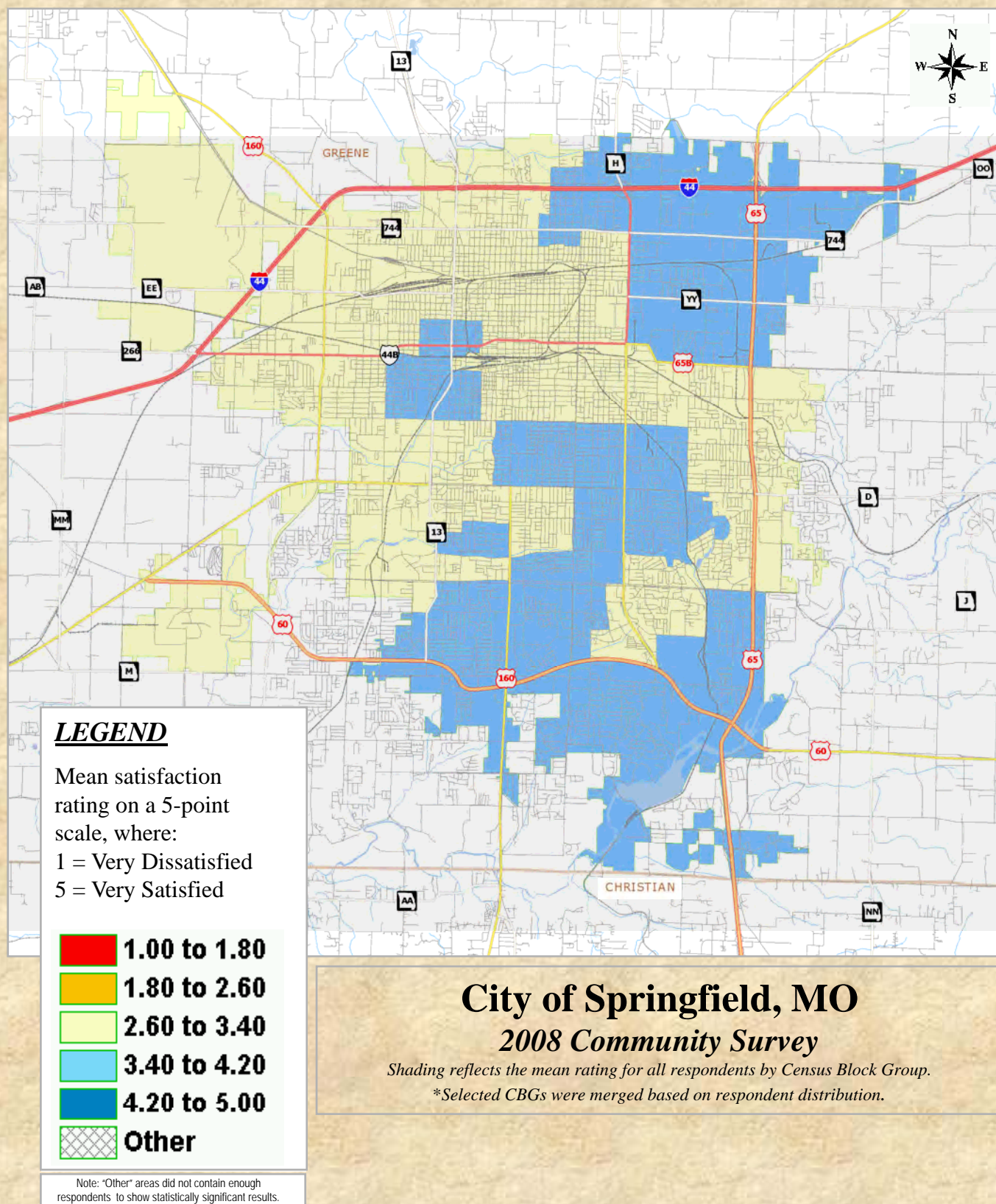
Q11g Quality of snow/ice removal on city streets



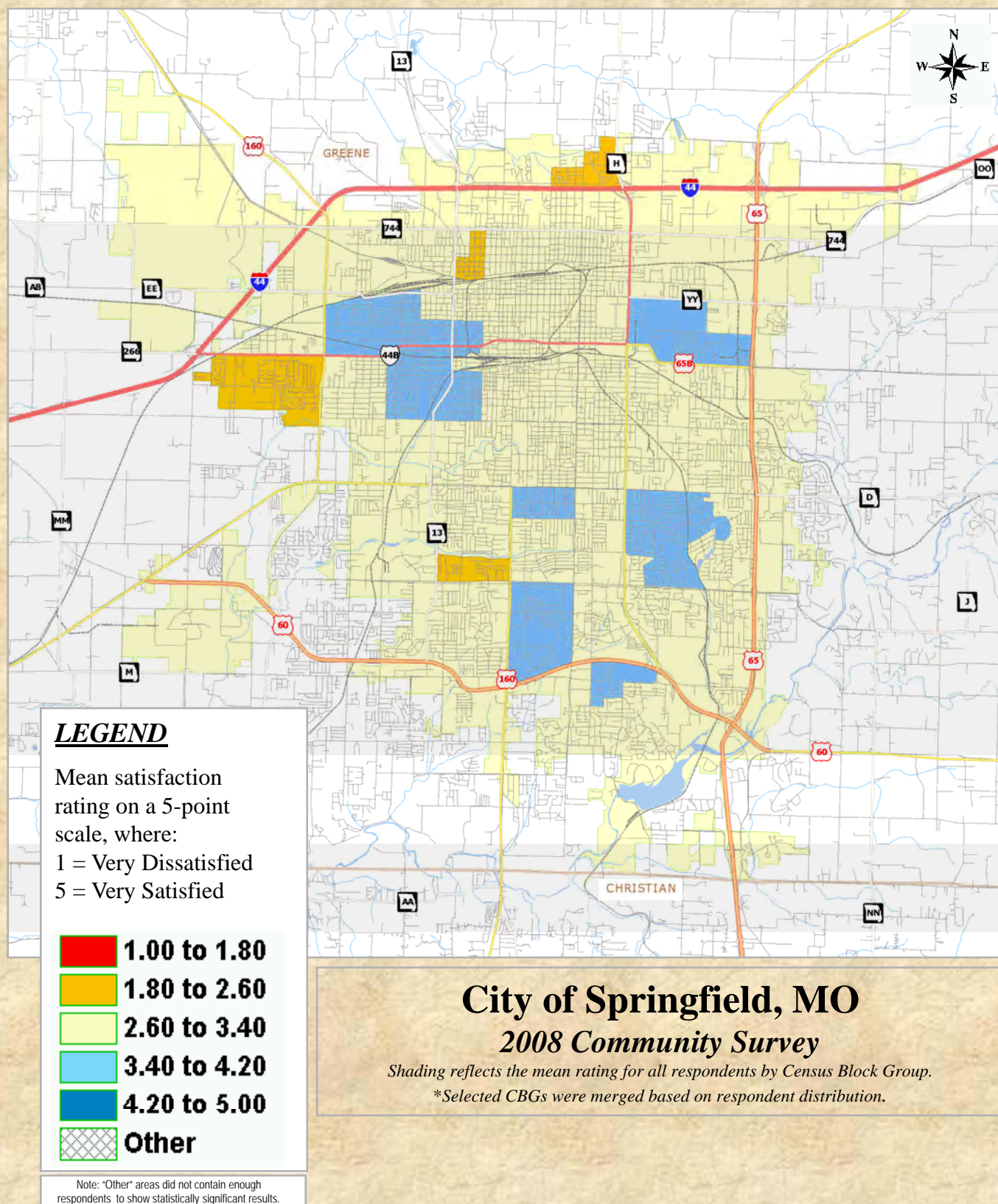
Q13a City efforts to prevent crime



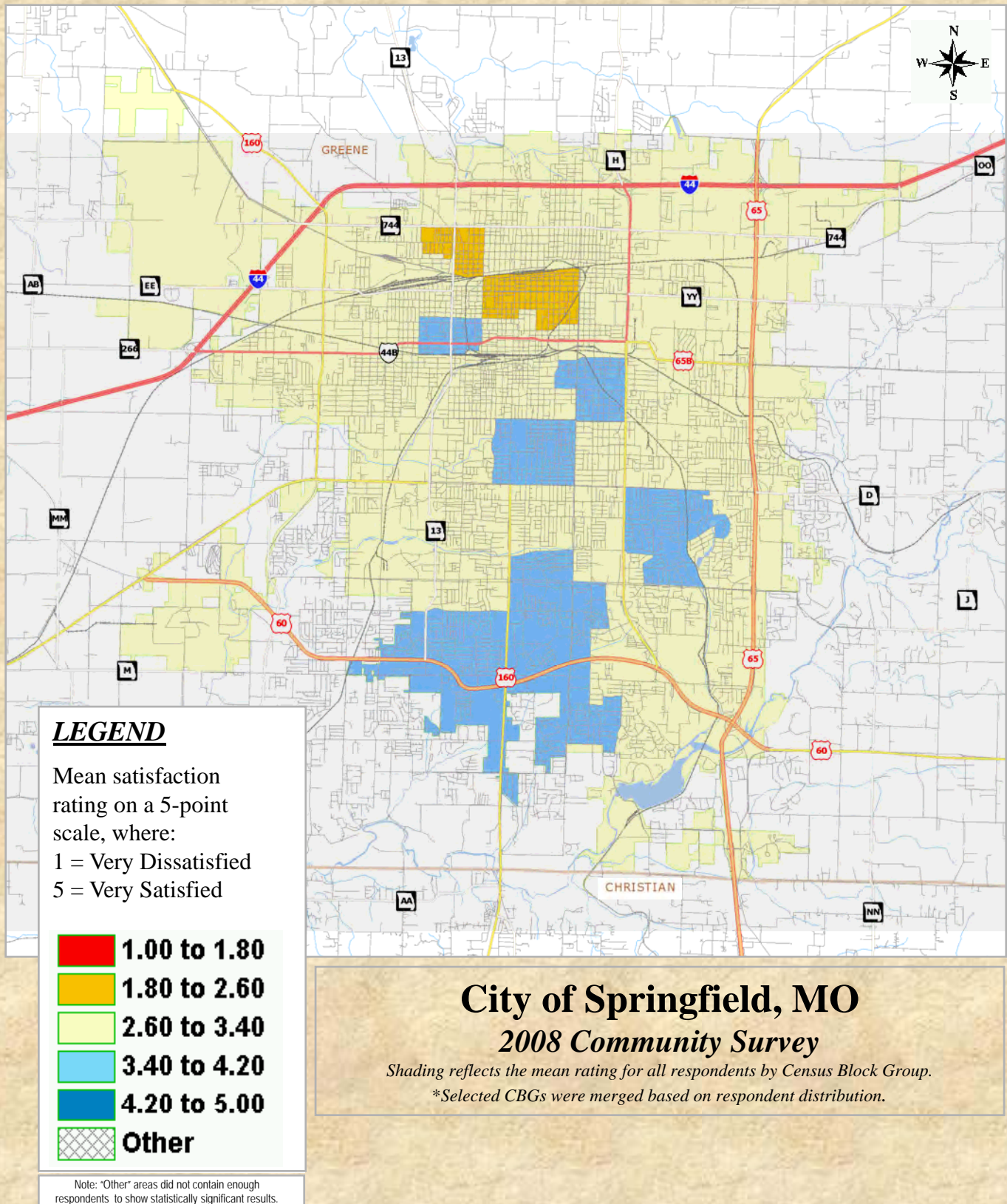
Q13b Enforcement of local traffic laws



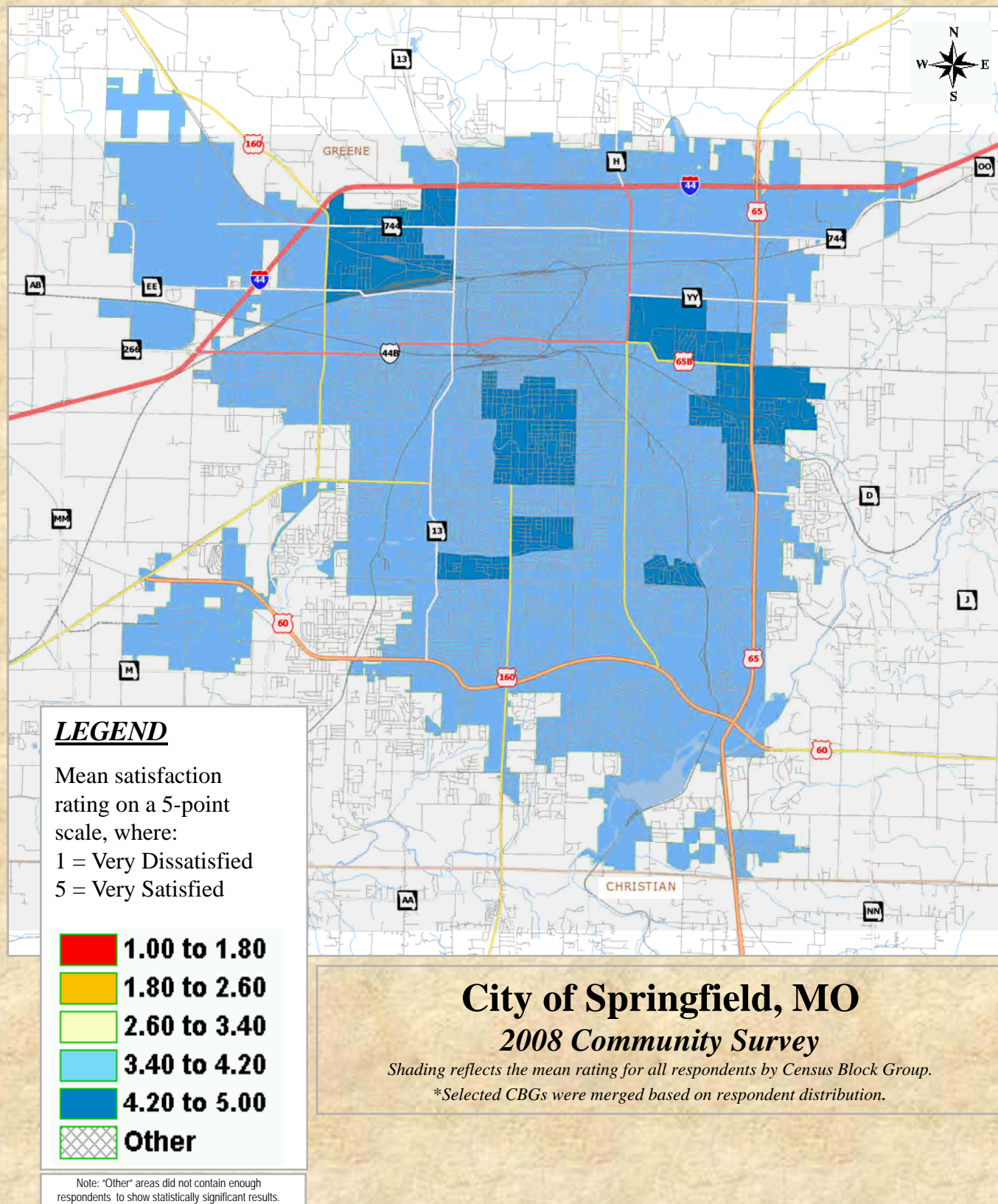
Q13c Effectiveness of the City's "red light camera" program



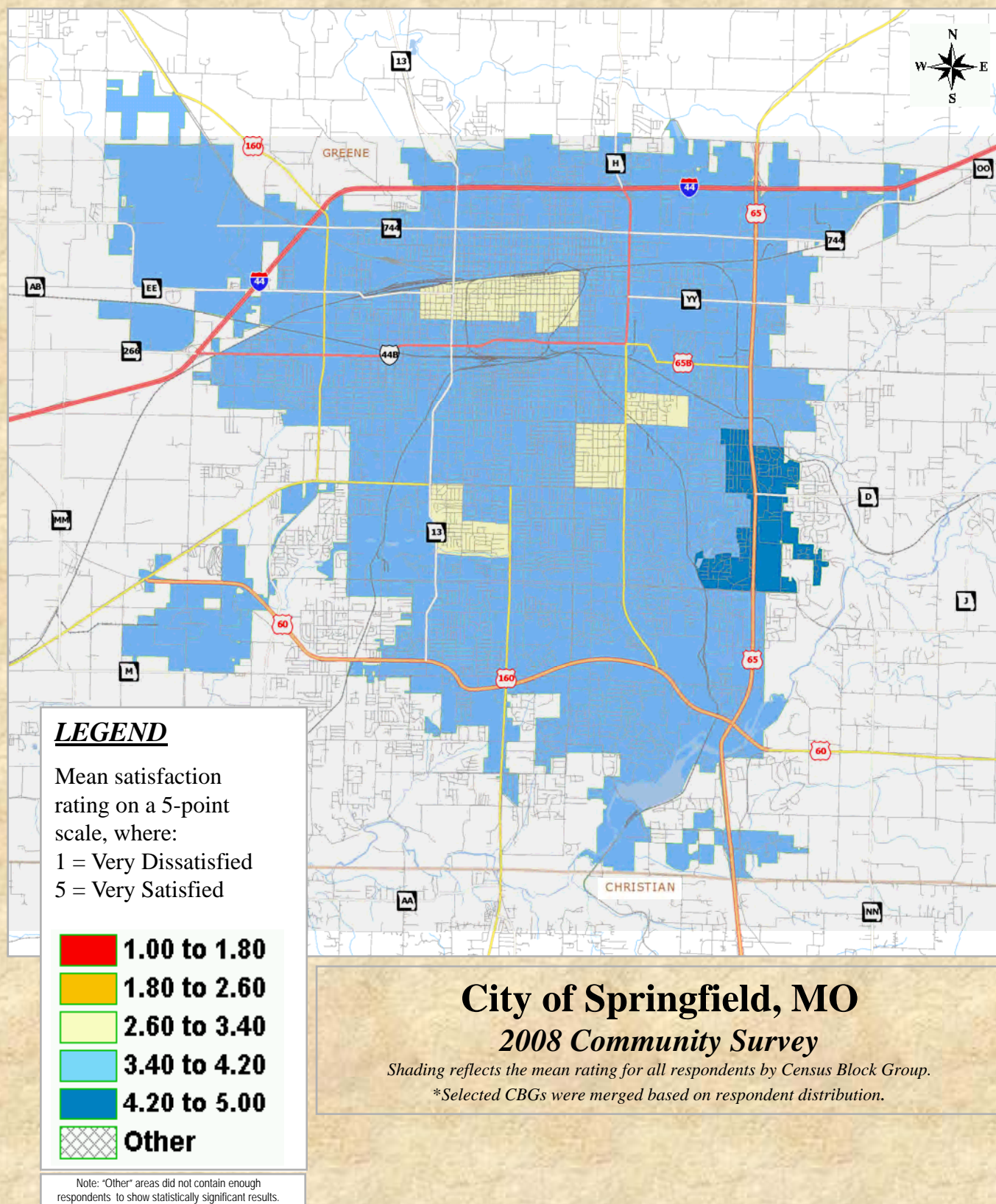
Q13d How quickly police respond to emergencies



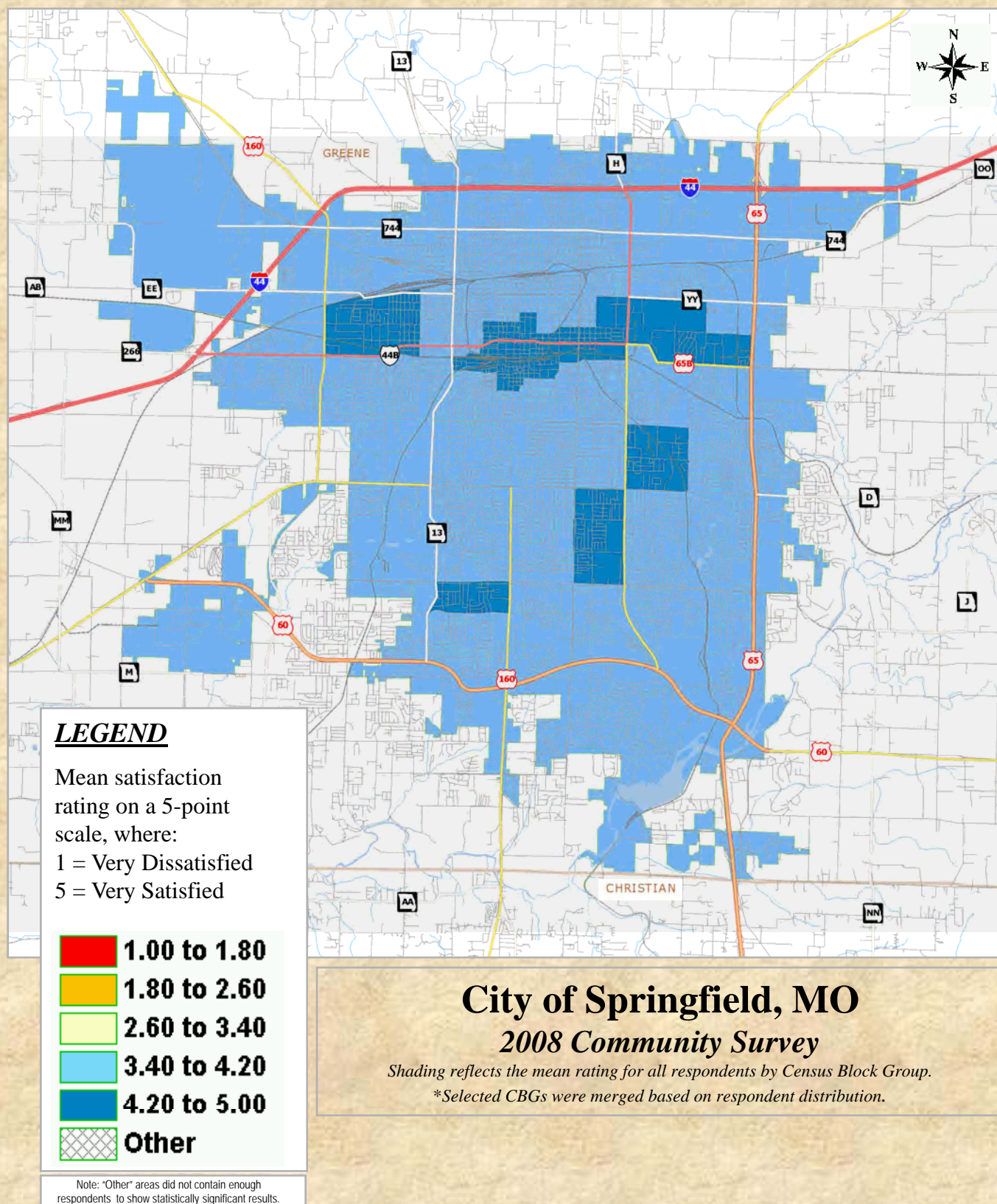
Q13e How quickly fire personnel respond to emergencies



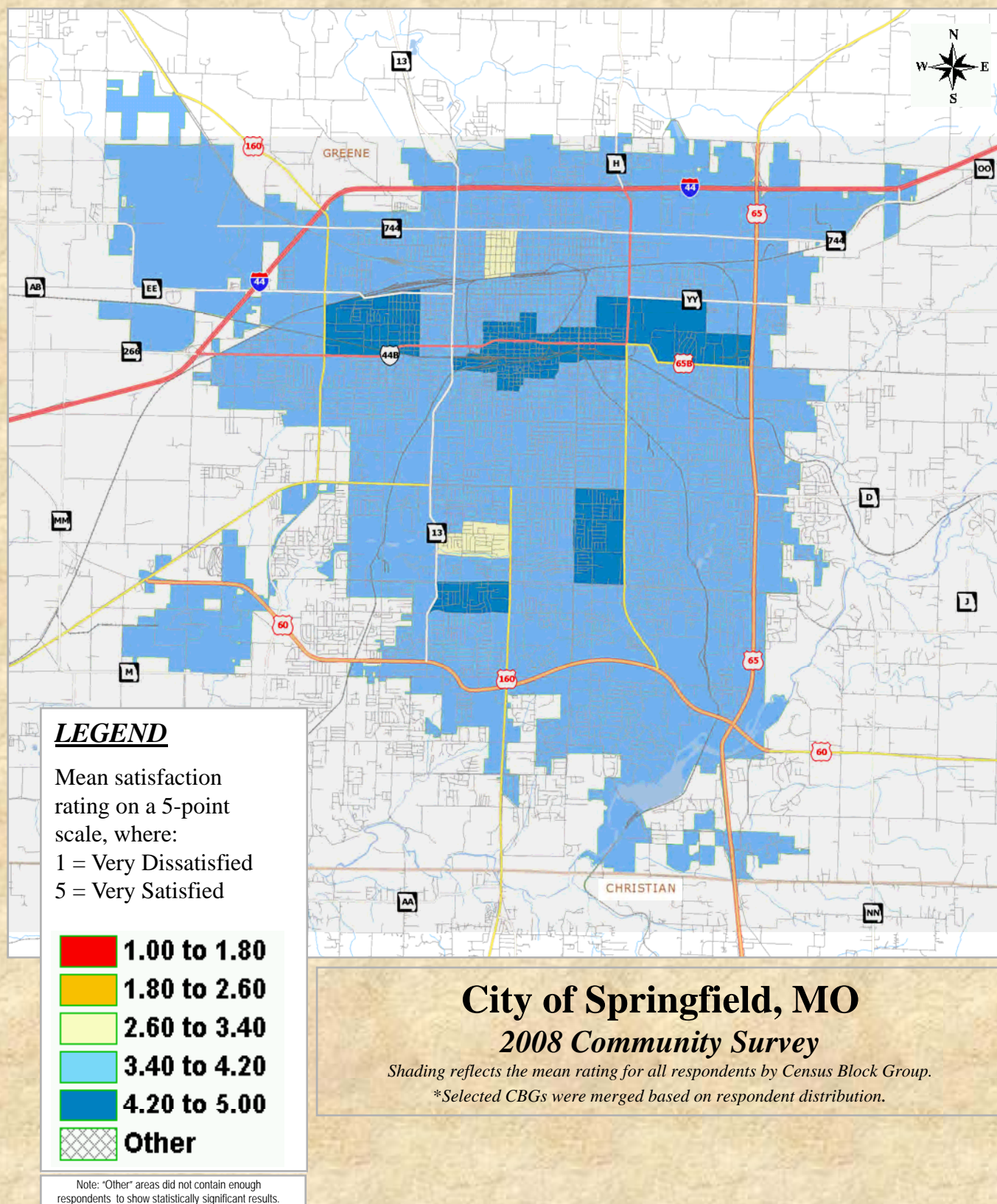
Q13f Quality of fire prevention education



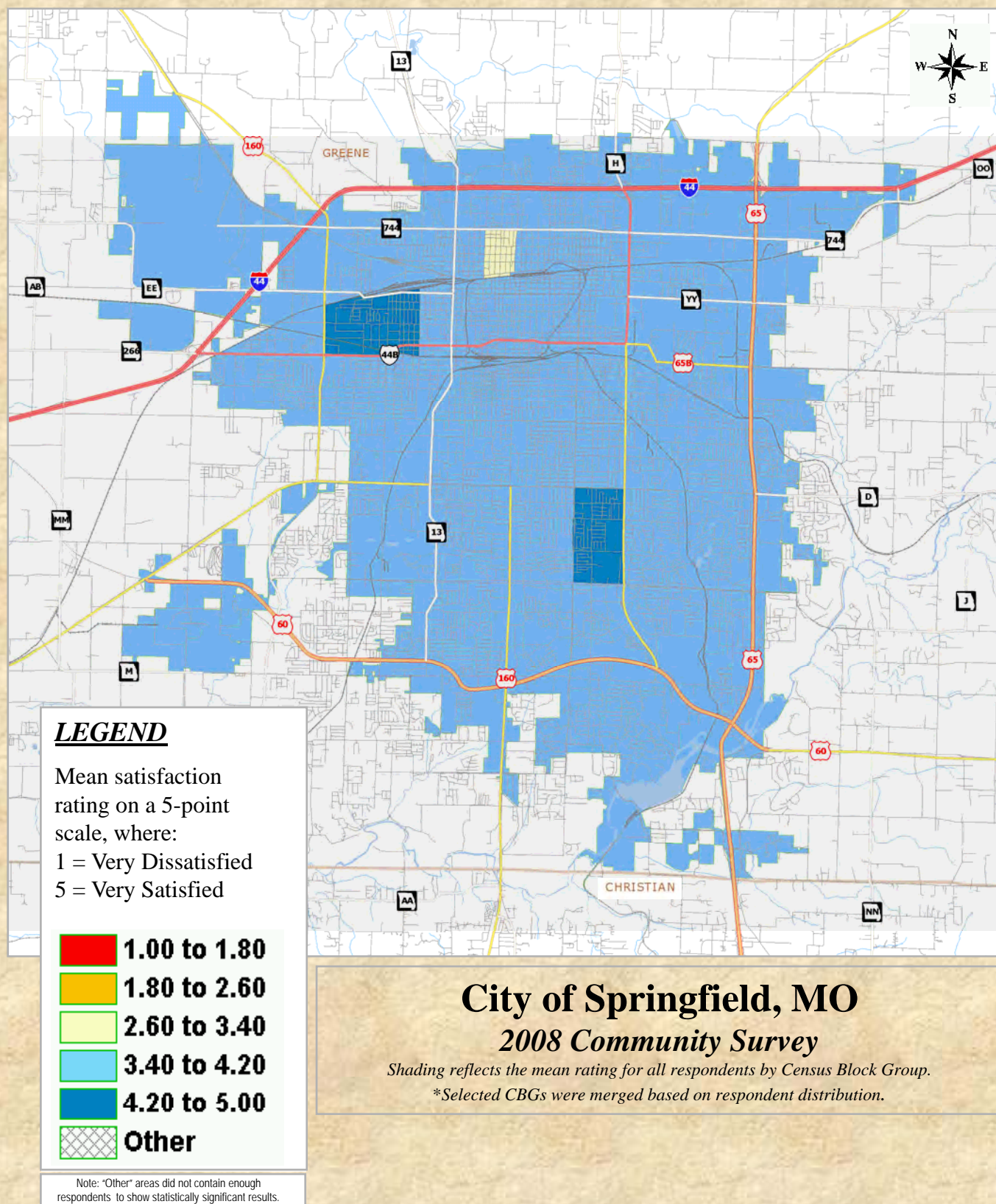
Q14a Maintenance of City parks



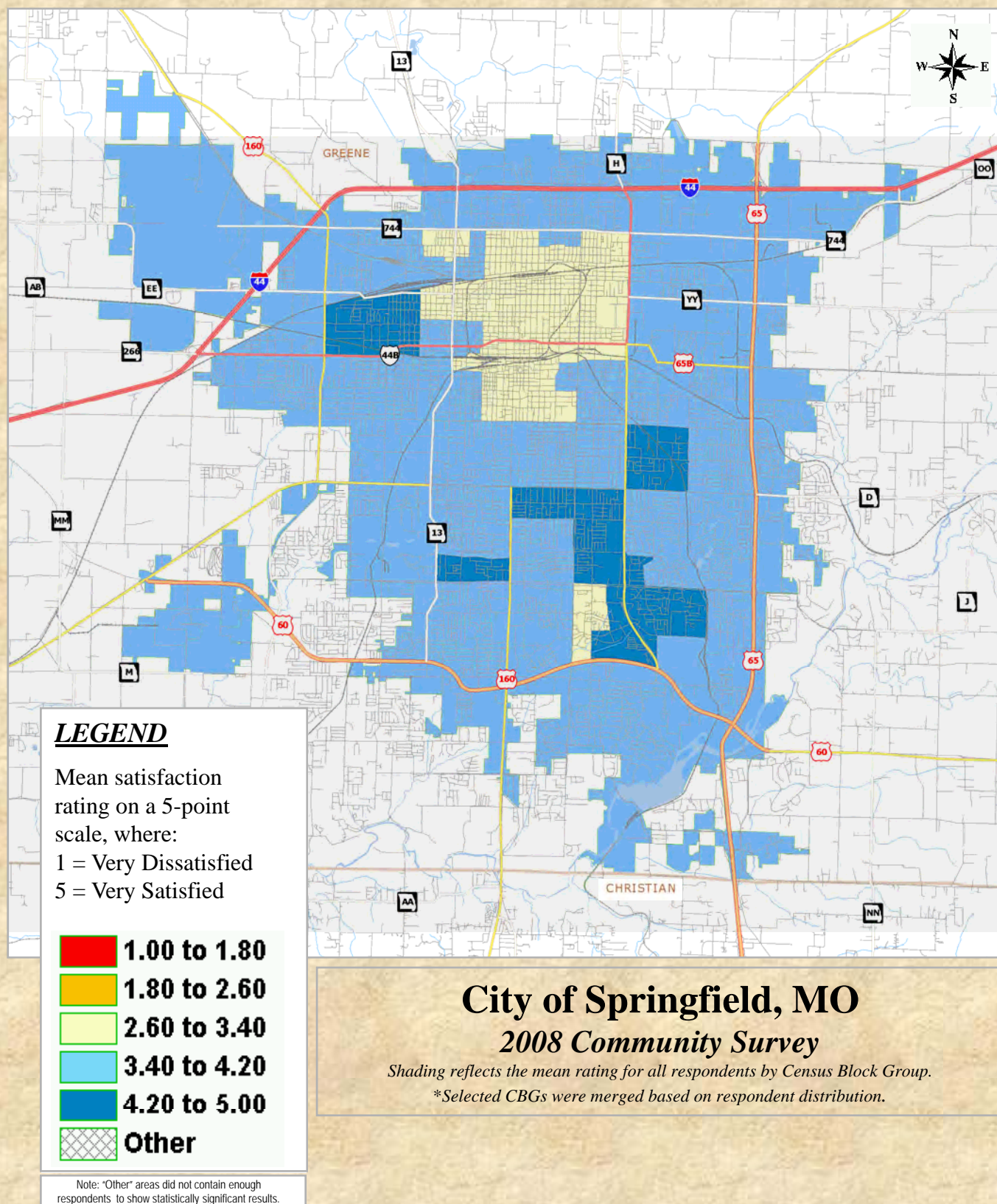
Q14b Cleanliness of City parks



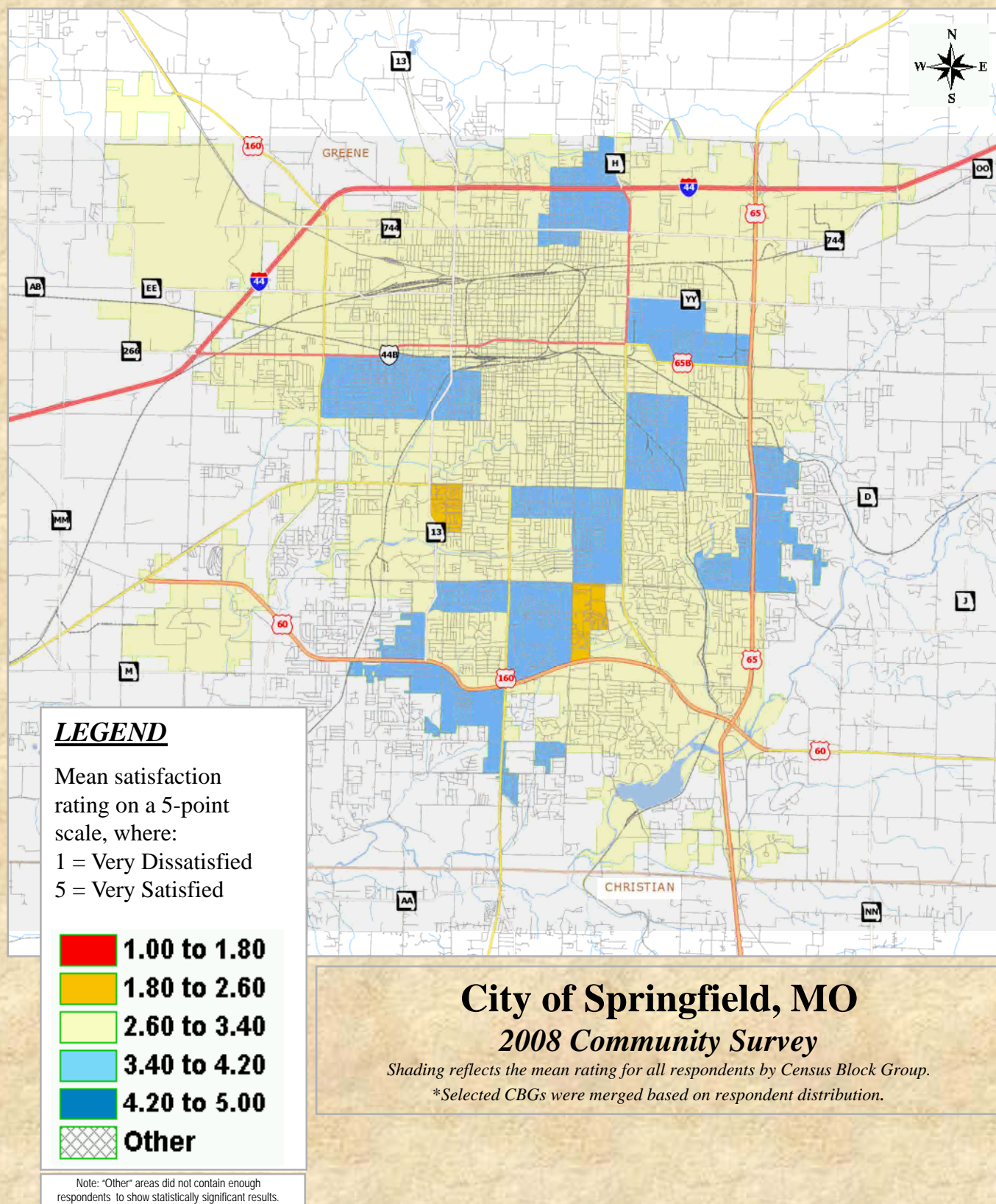
Q14c Location of City parks



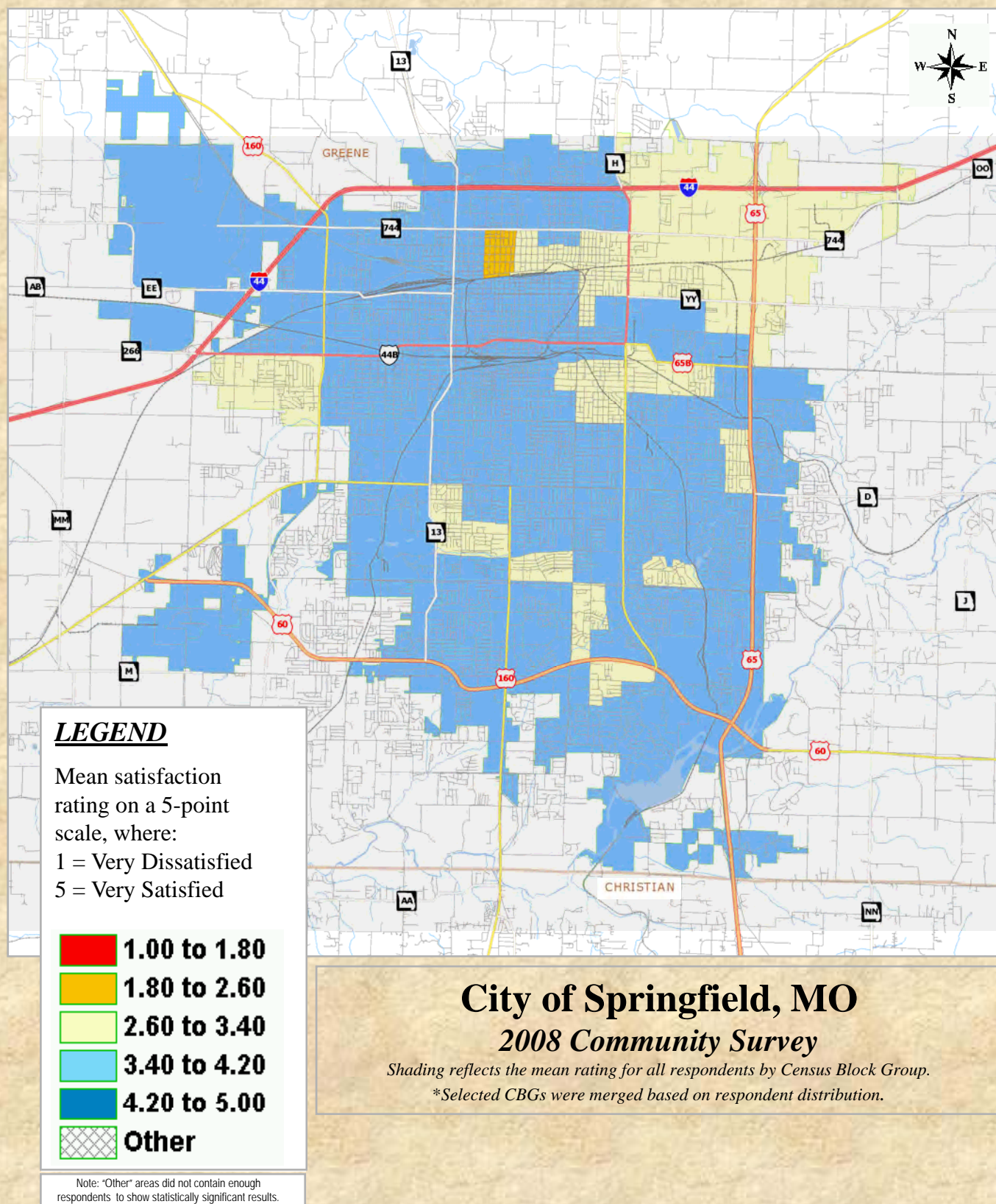
Q14d Walking & biking trails in the City



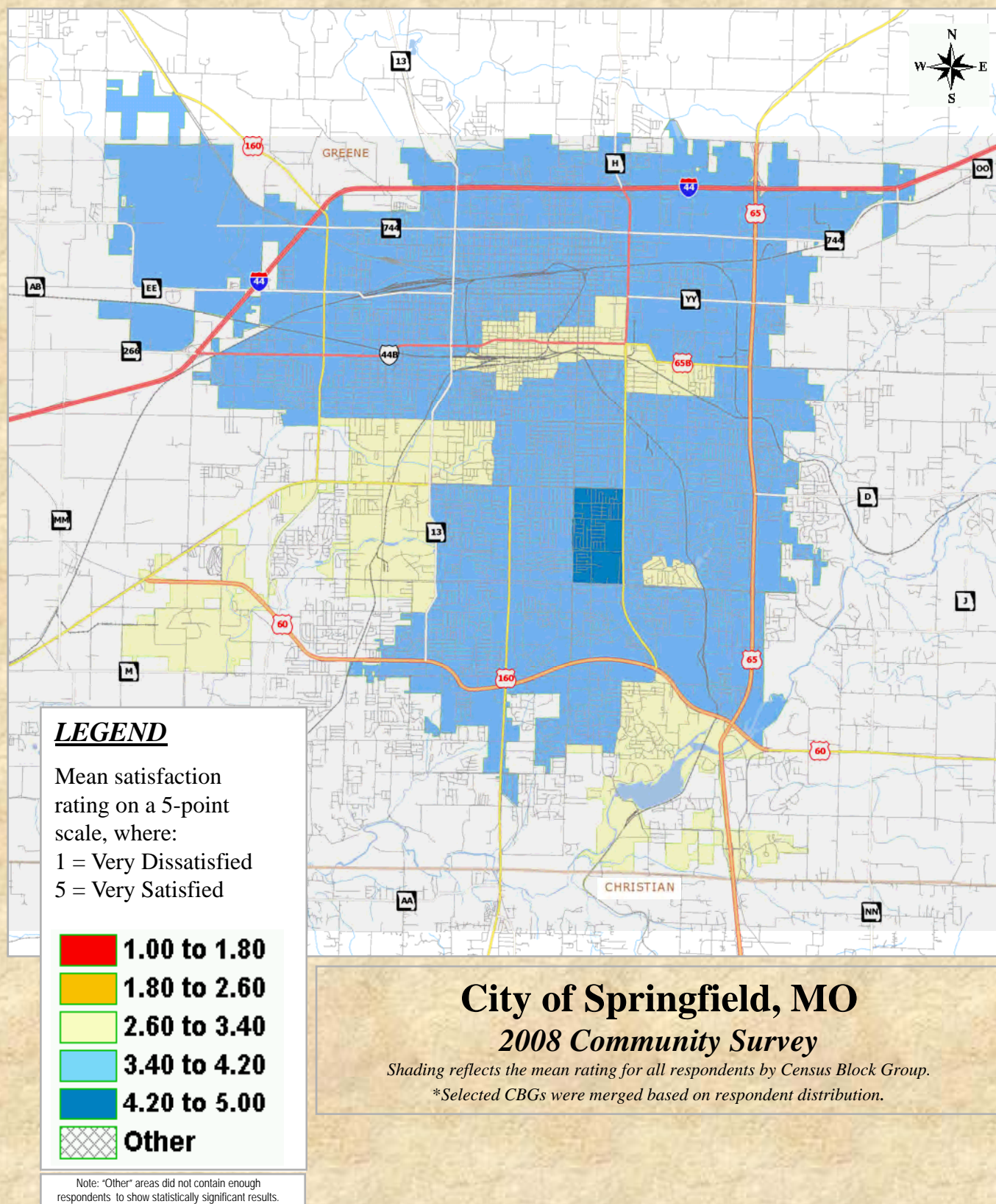
Q14e City swimming pools



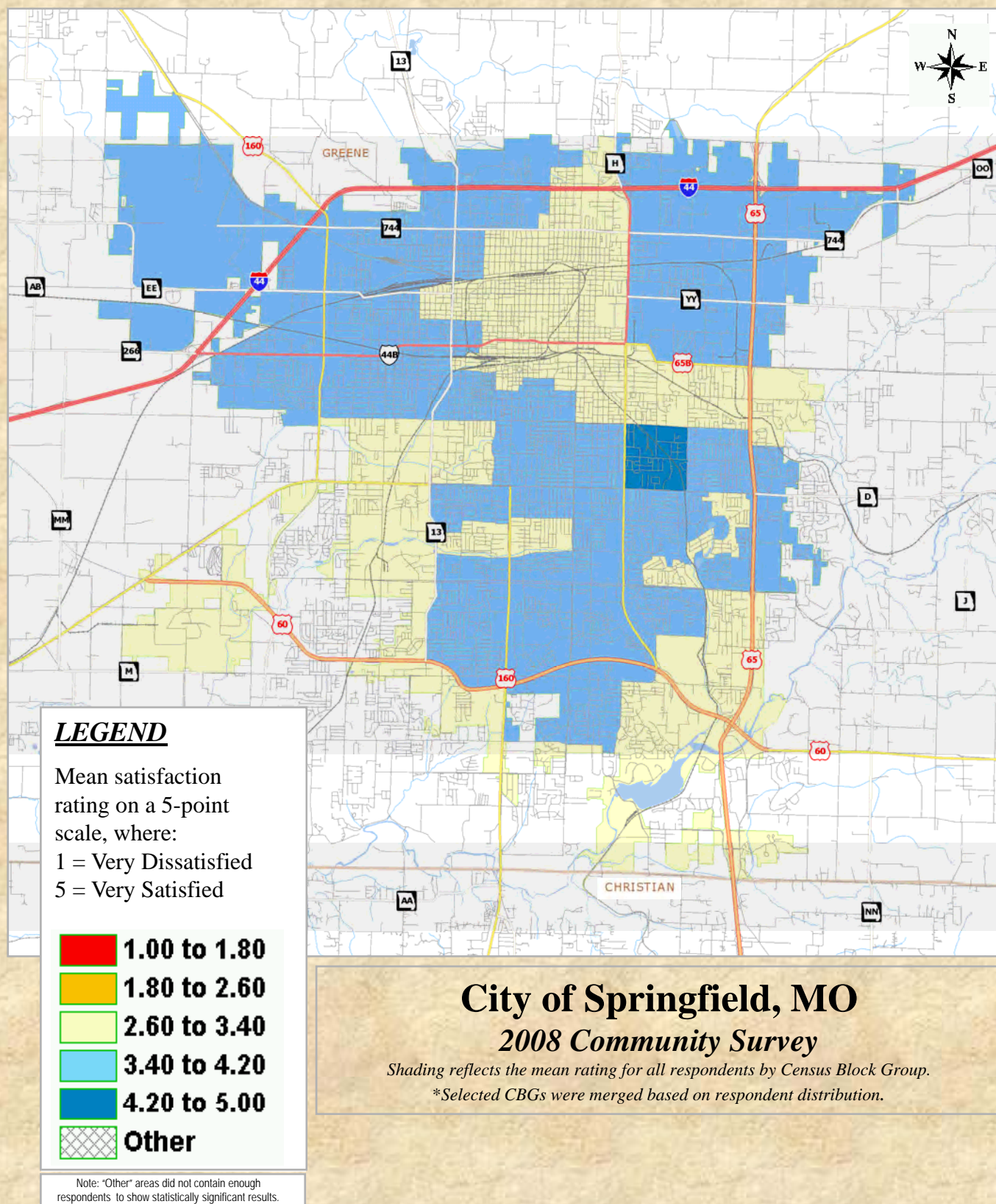
Q14f City golf courses



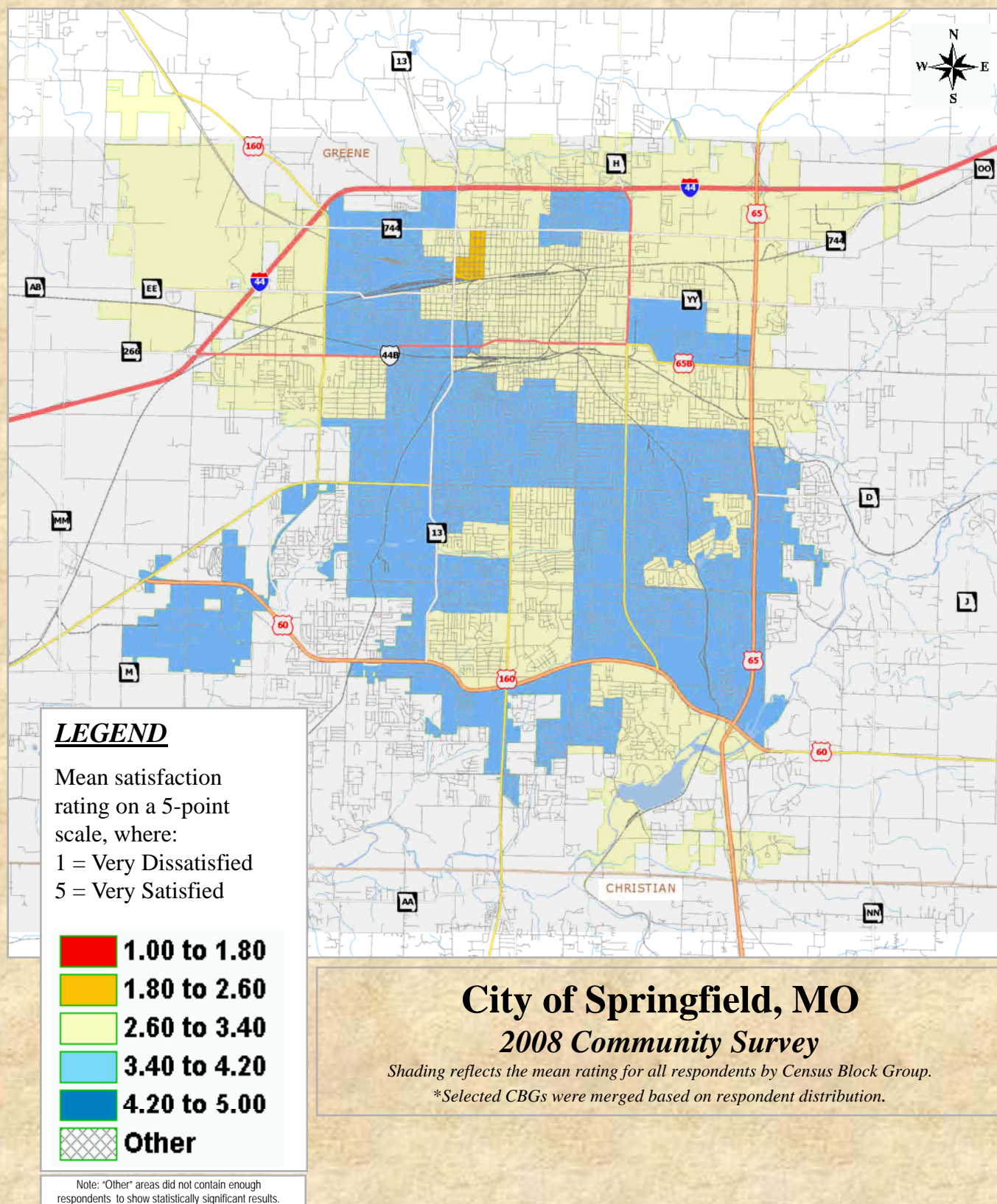
Q14g Quality of outdoor athletic fields



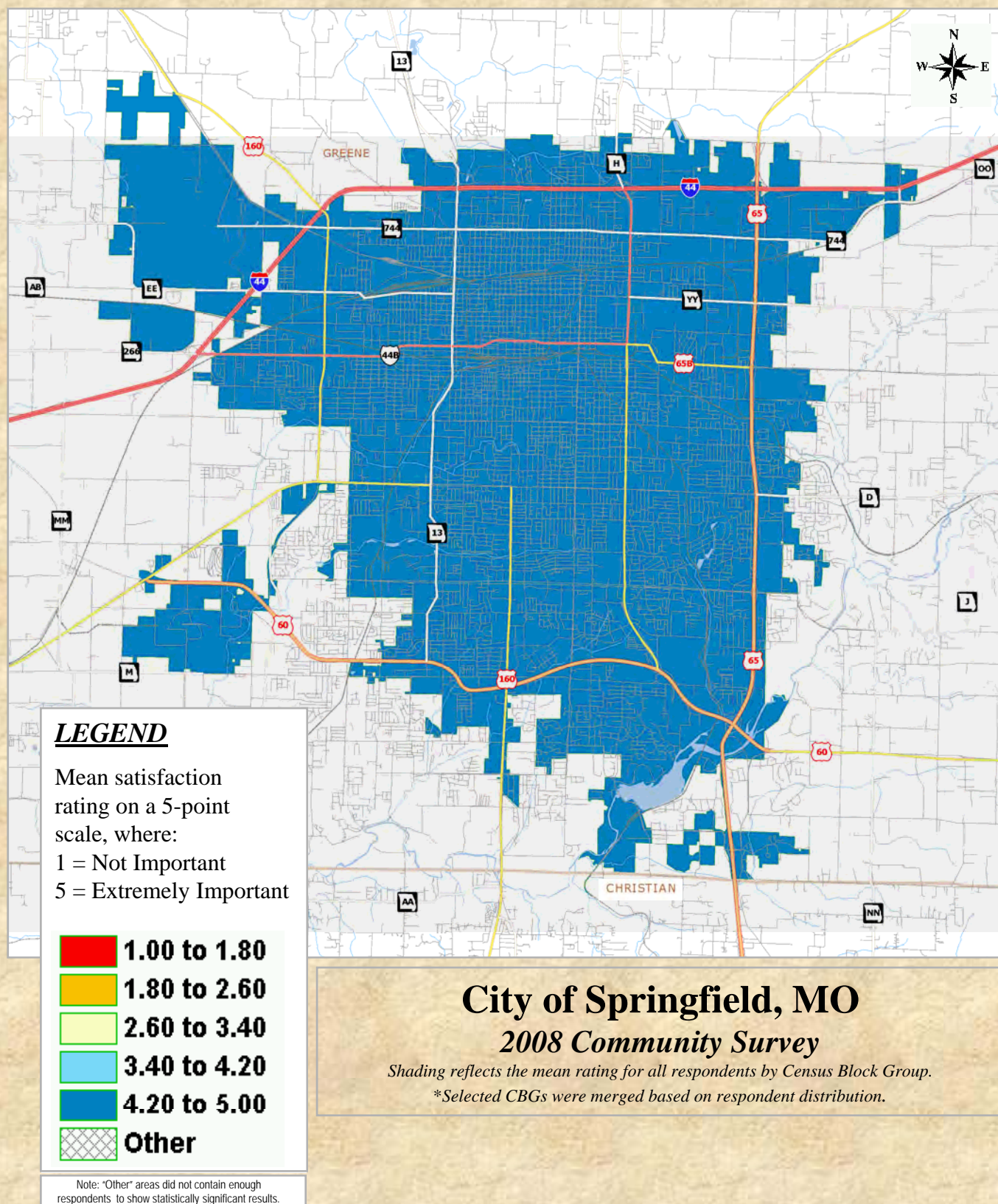
Q14h Quality of the city youth recreation programs



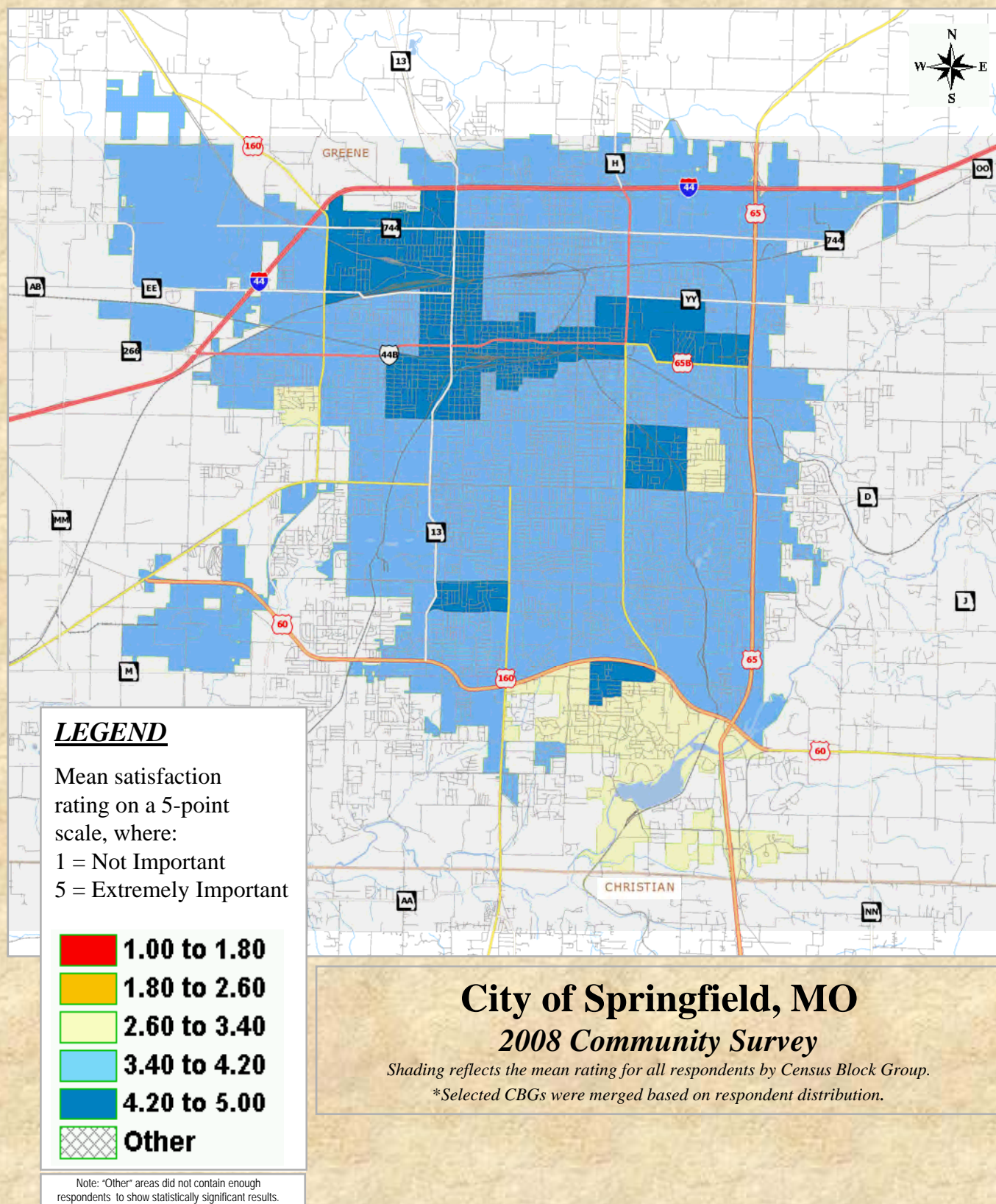
Q14i Quality of the city's adult recreation programs



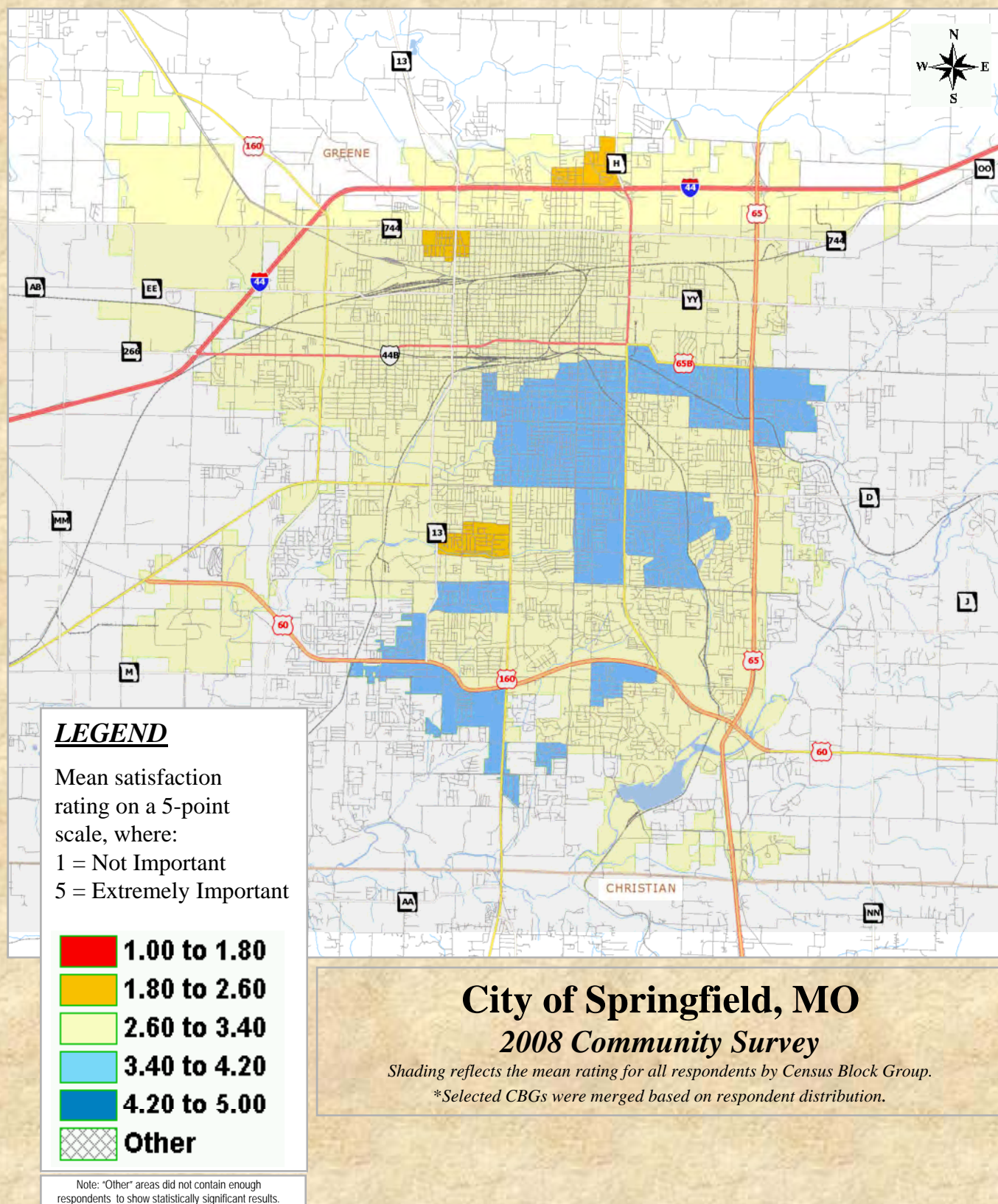
Q16a Keeping the crime rate low



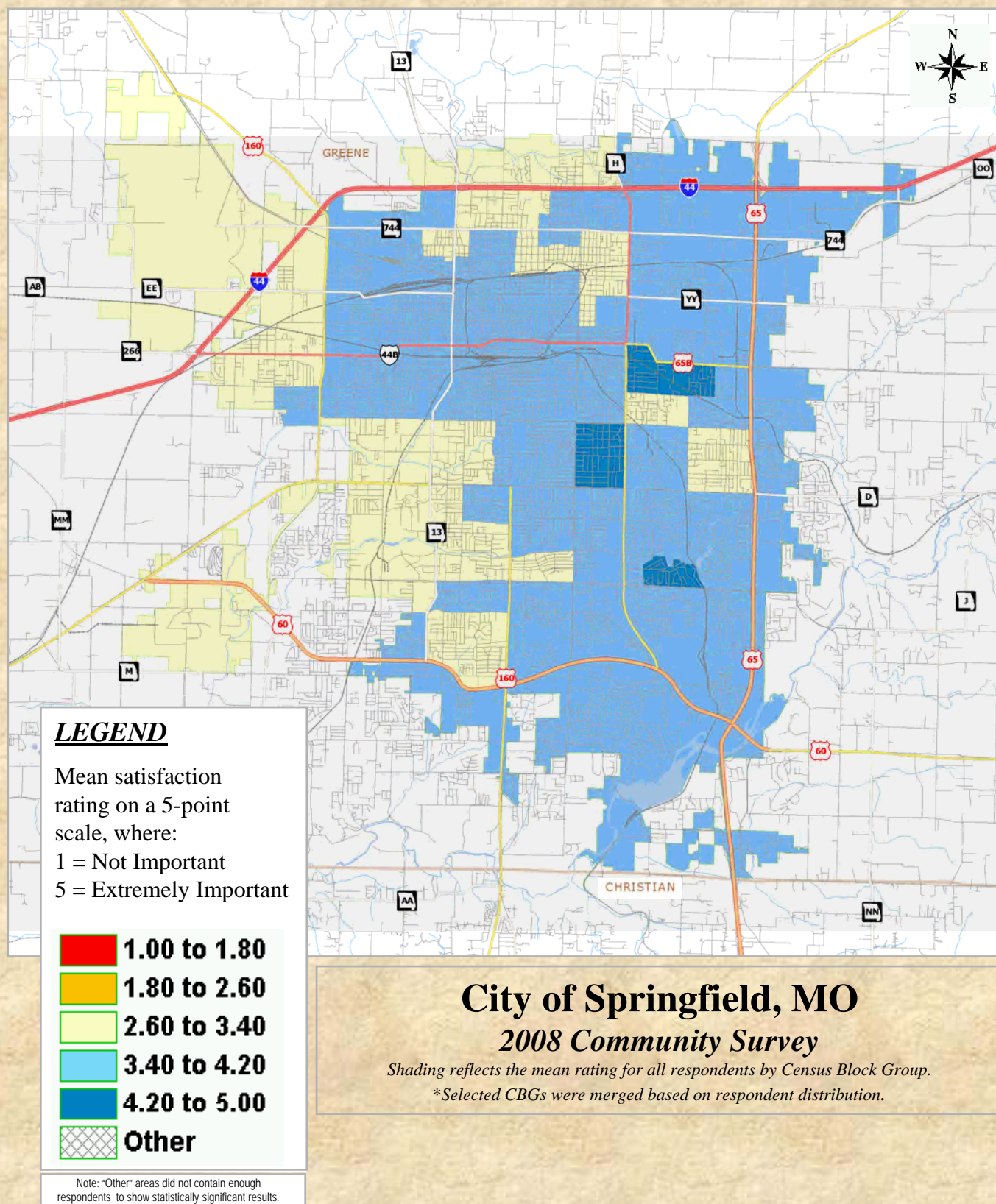
Q16b Ensuring that affordable housing is available



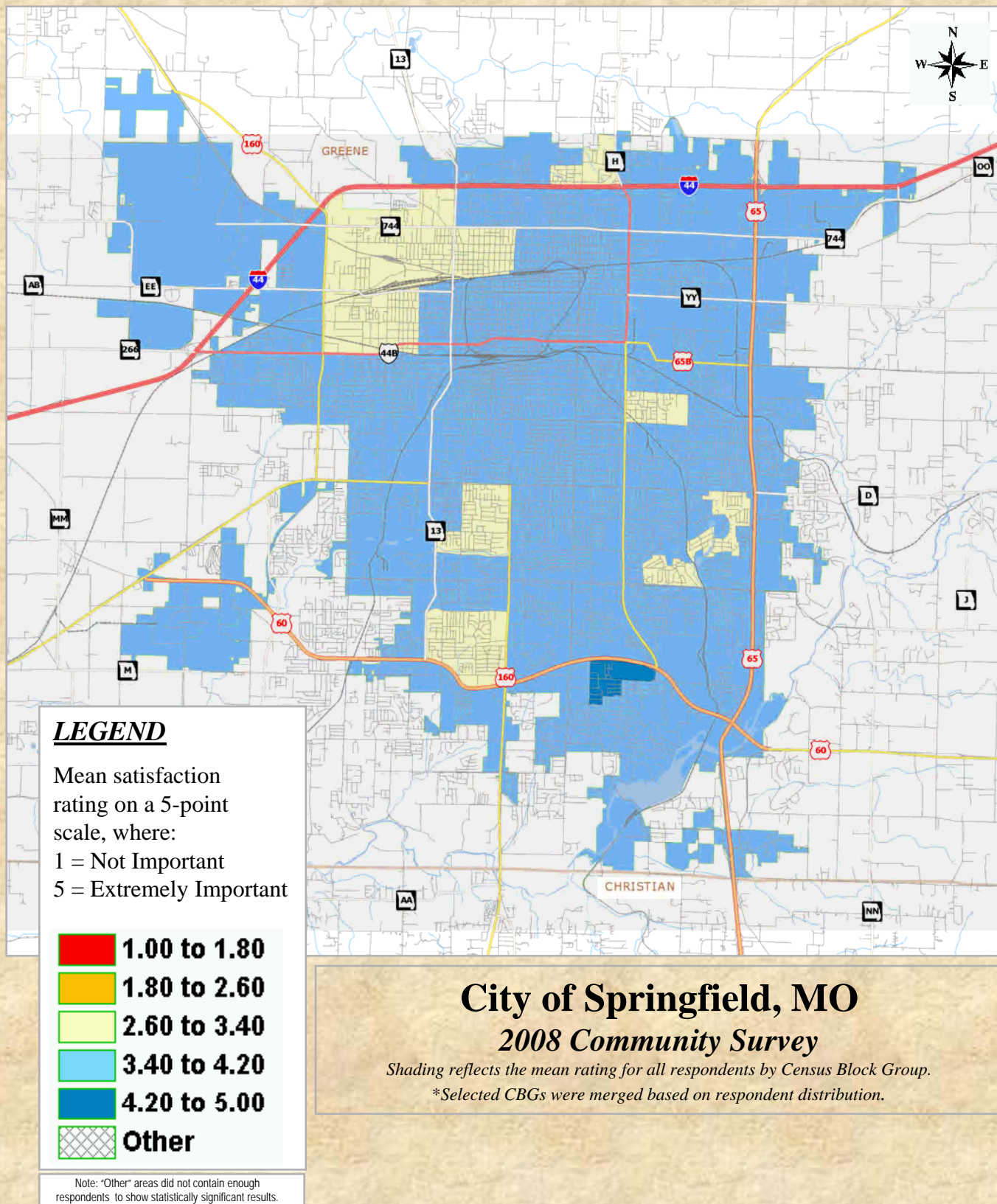
Q16c Increasing the availability of arts and cultural amenities



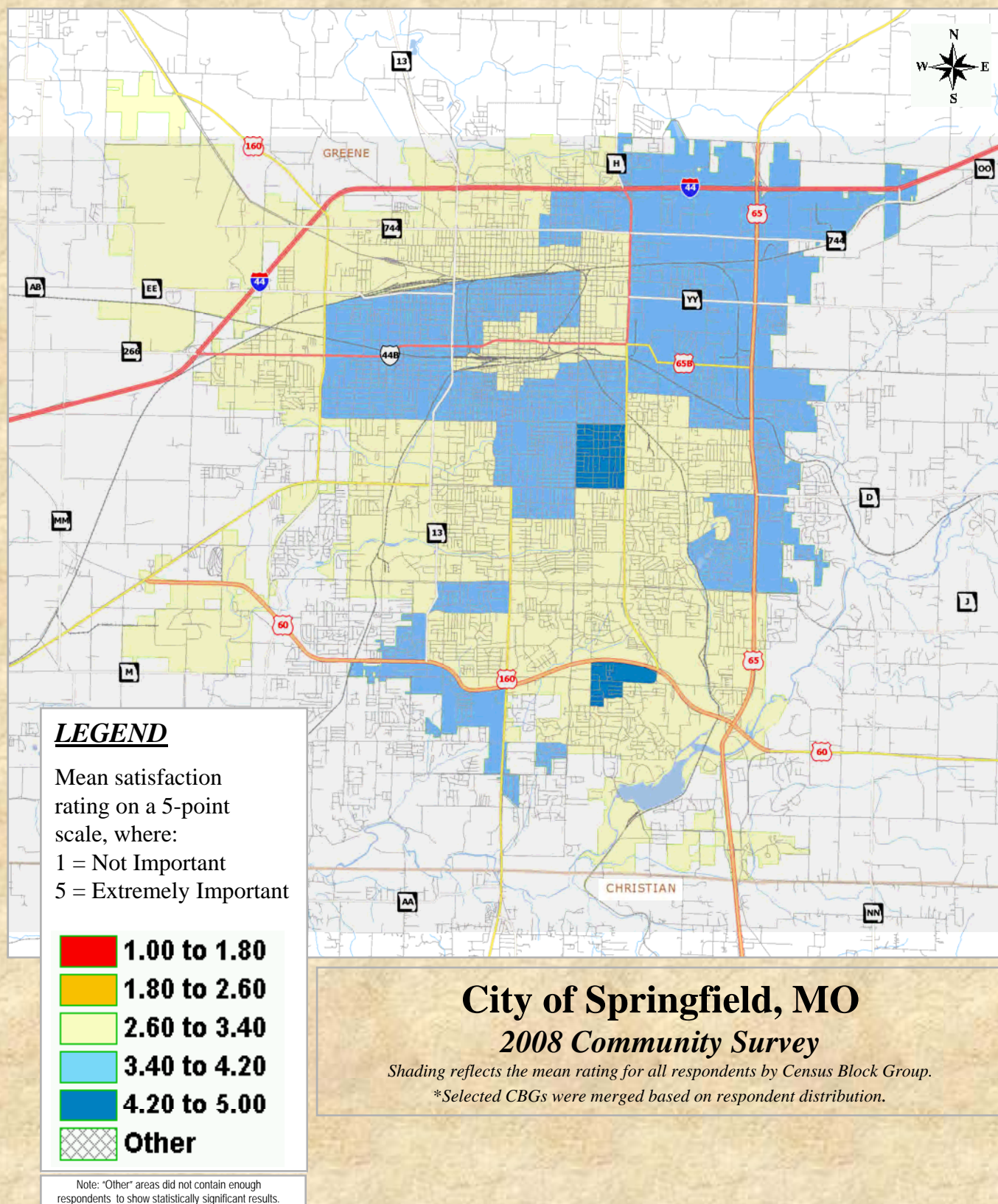
Q16e Enhancing parks & open space



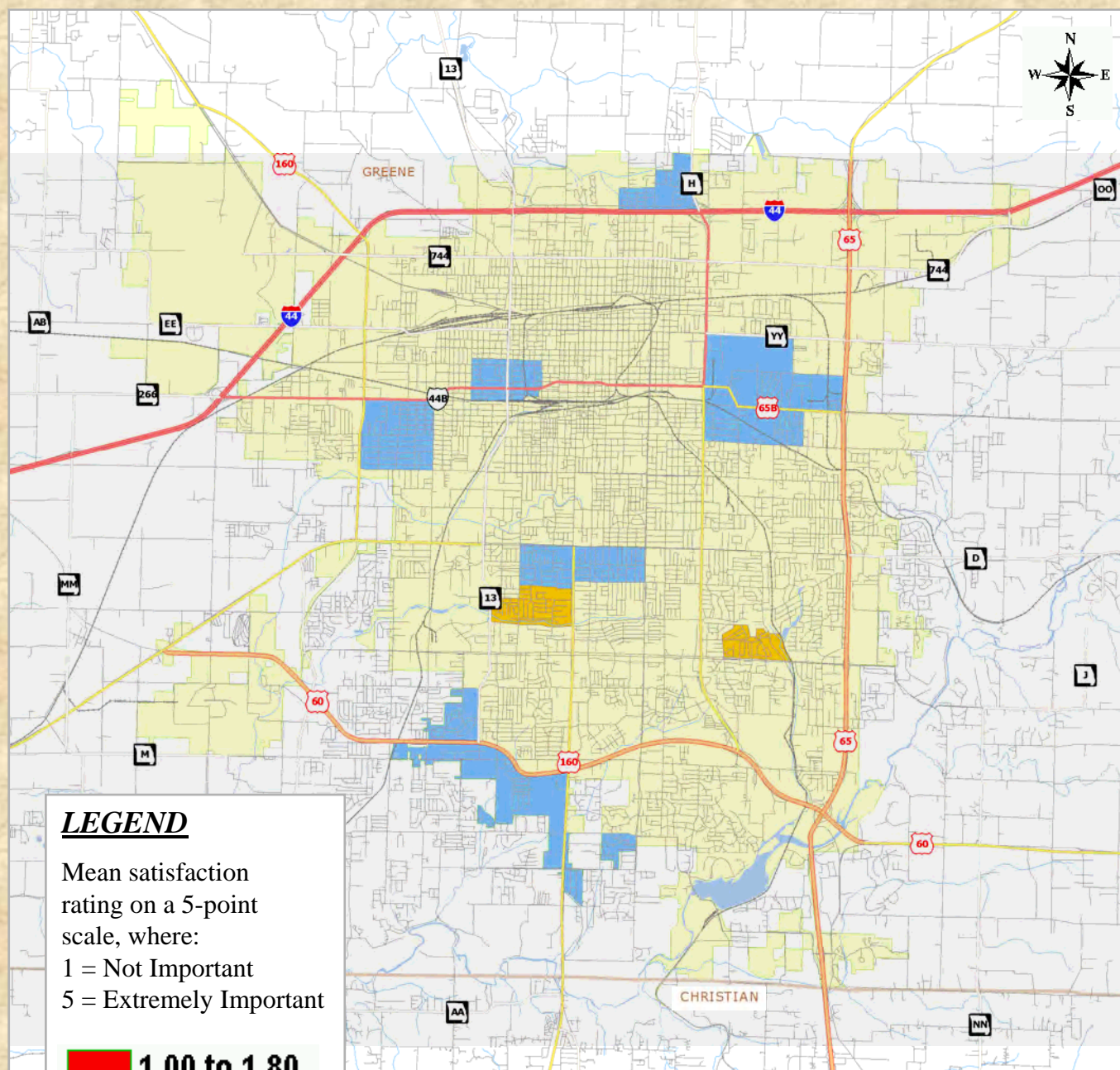
Q16f Attracting visitors to the area



Q16g Making improvements in Downtown Springfield



Q16h Increasing the availability of quality shopping in the City



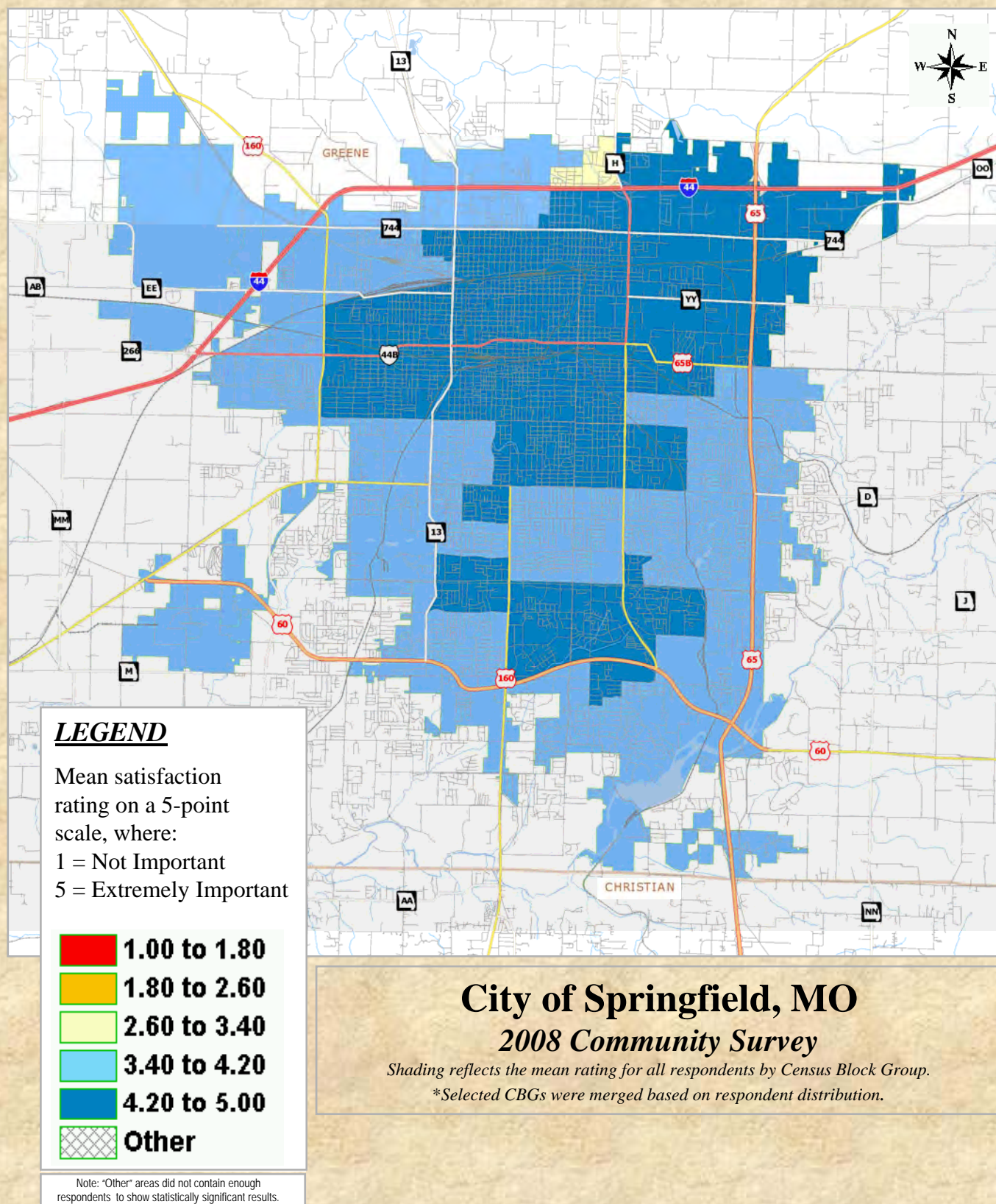
Note: "Other" areas did not contain enough respondents to show statistically significant results.

City of Springfield, MO 2008 Community Survey

Shading reflects the mean rating for all respondents by Census Block Group.

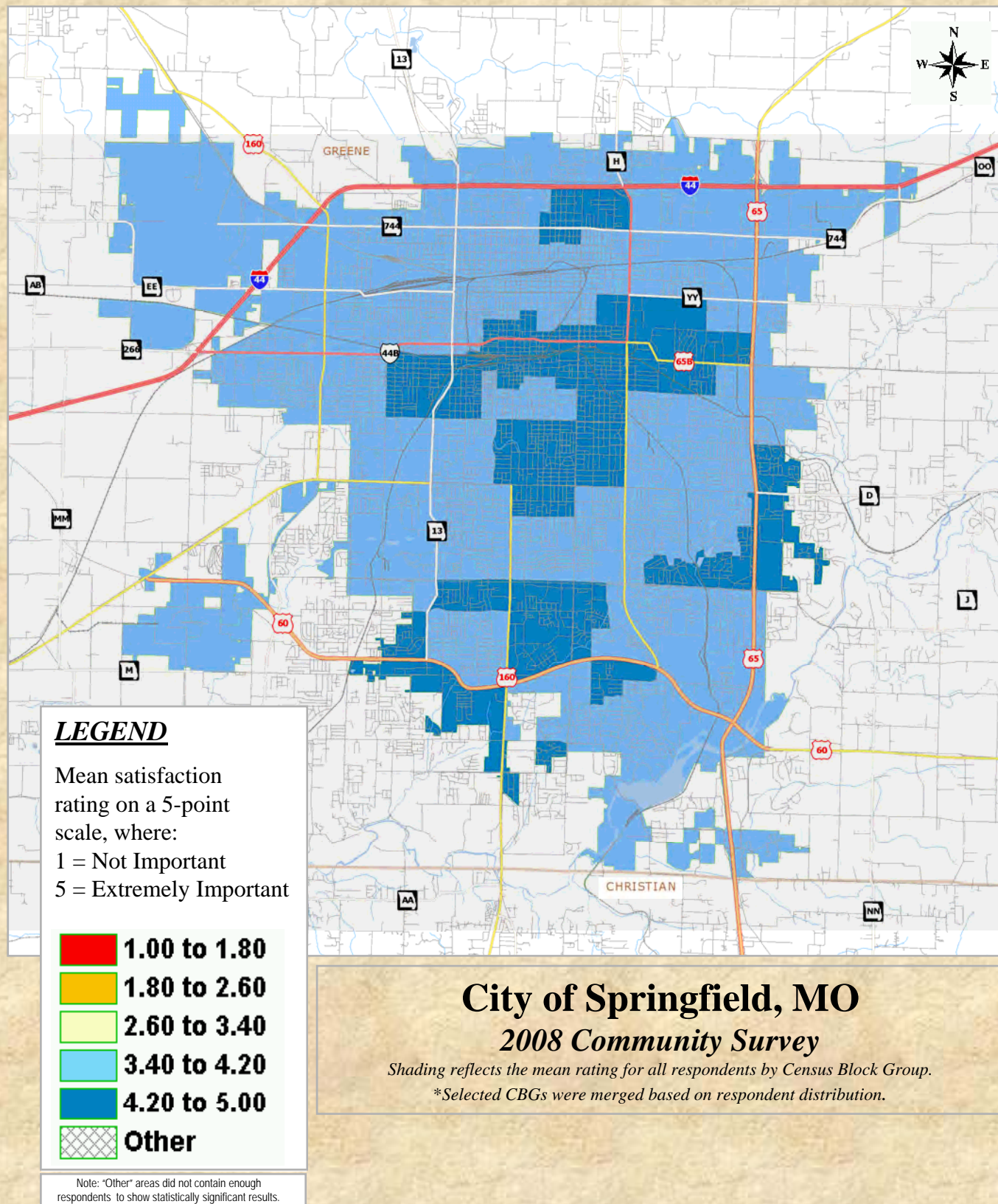
*Selected CBGs were merged based on respondent distribution.

Q16i Ensuring quality public health services are available

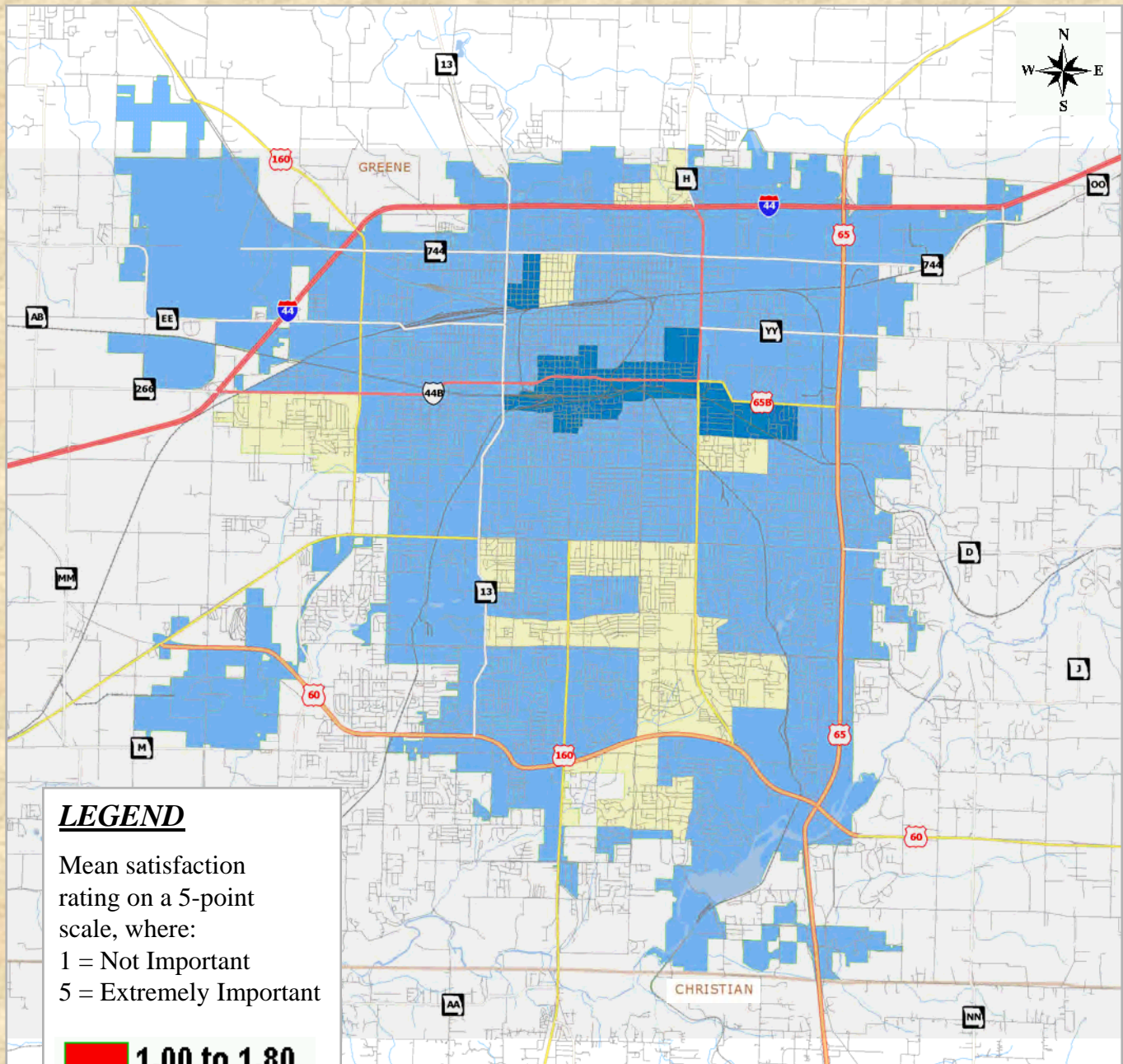




Q16k Having the City provide leadership on energy conservation



Q16m Having a stronger animal welfare program/animal control ordinance



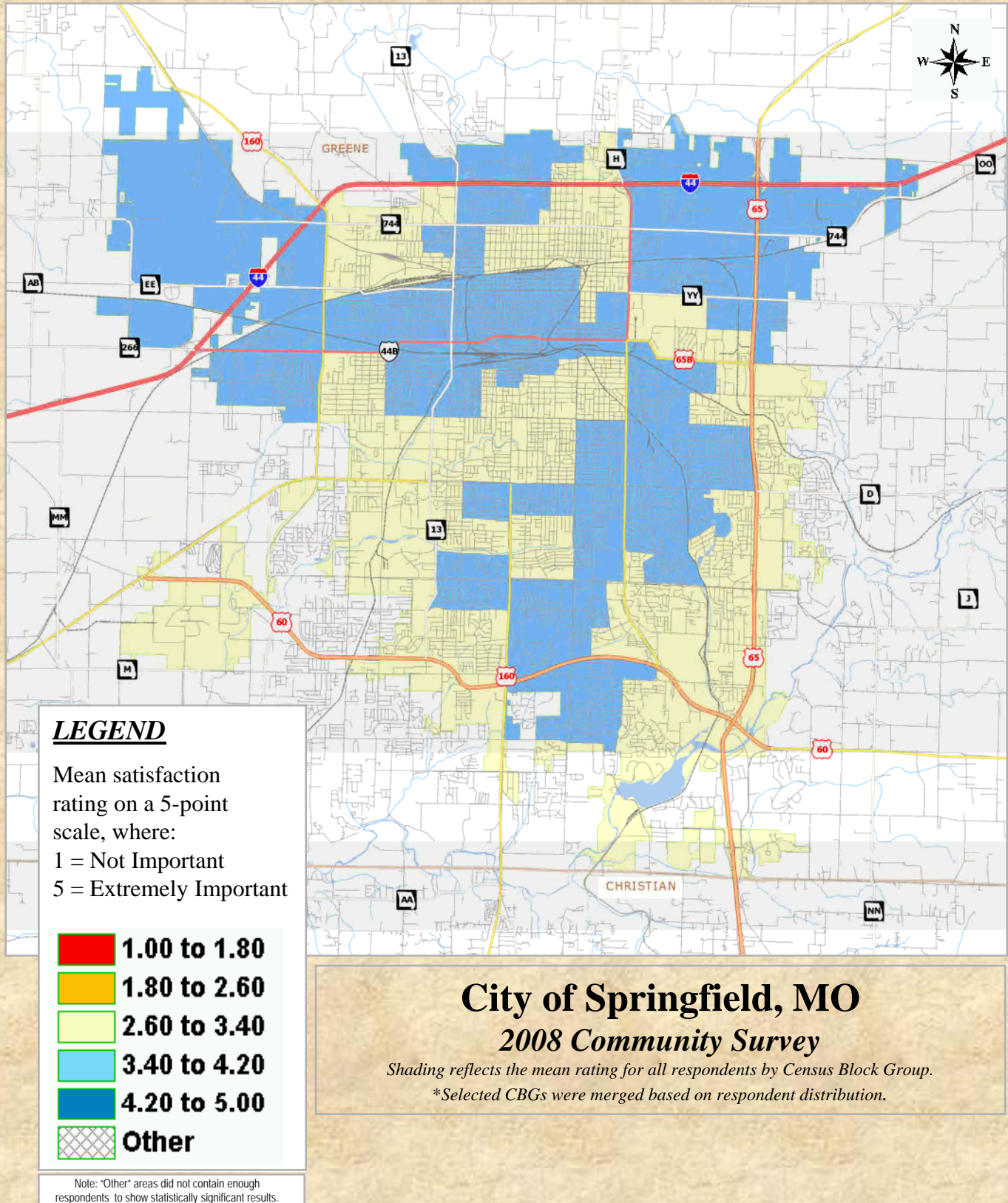
Note: "Other" areas did not contain enough respondents to show statistically significant results.

City of Springfield, MO 2008 Community Survey

Shading reflects the mean rating for all respondents by Census Block Group.

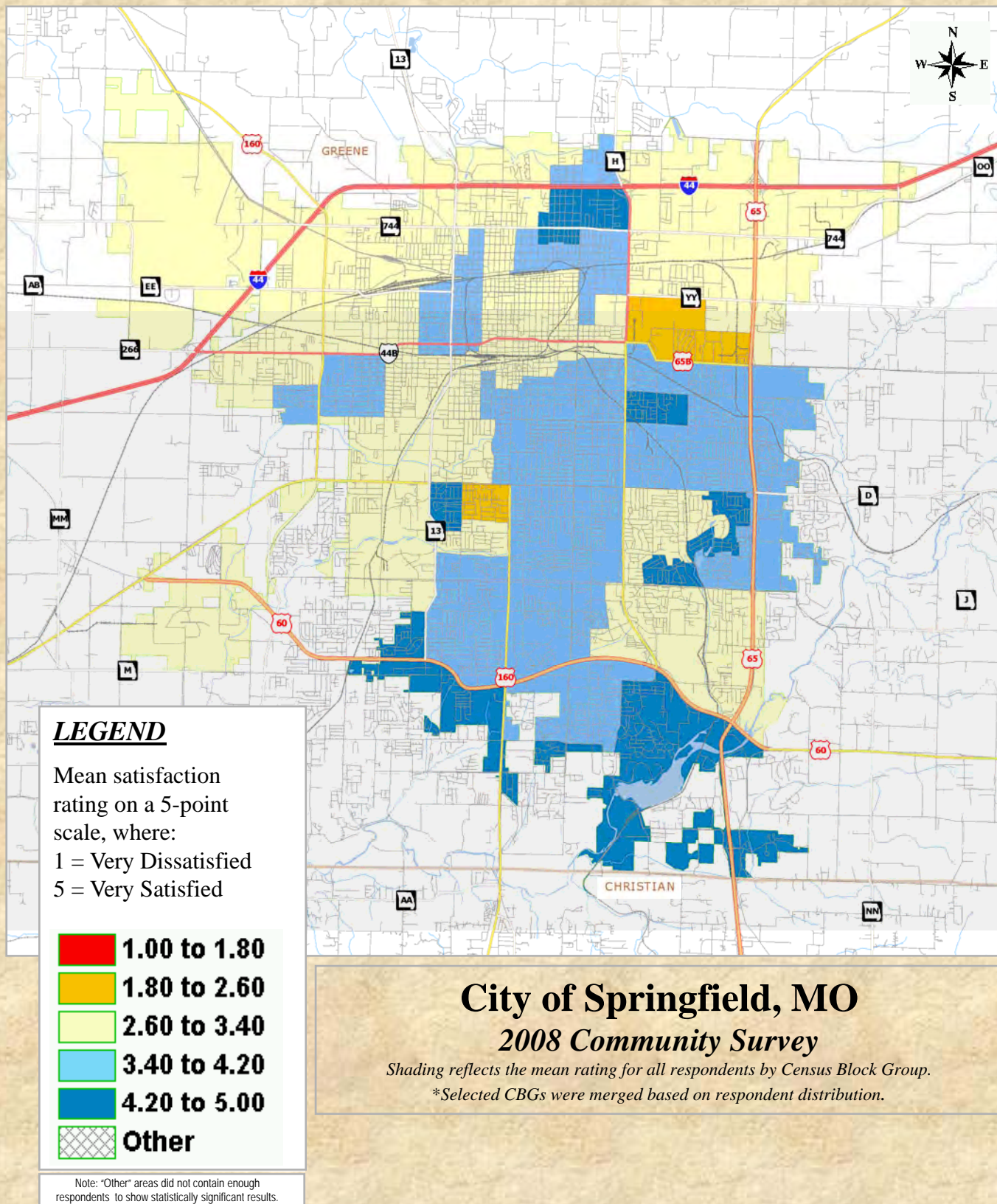
*Selected CBGs were merged based on respondent distribution.

Q16n Streamlining code enforcement & city business regulations



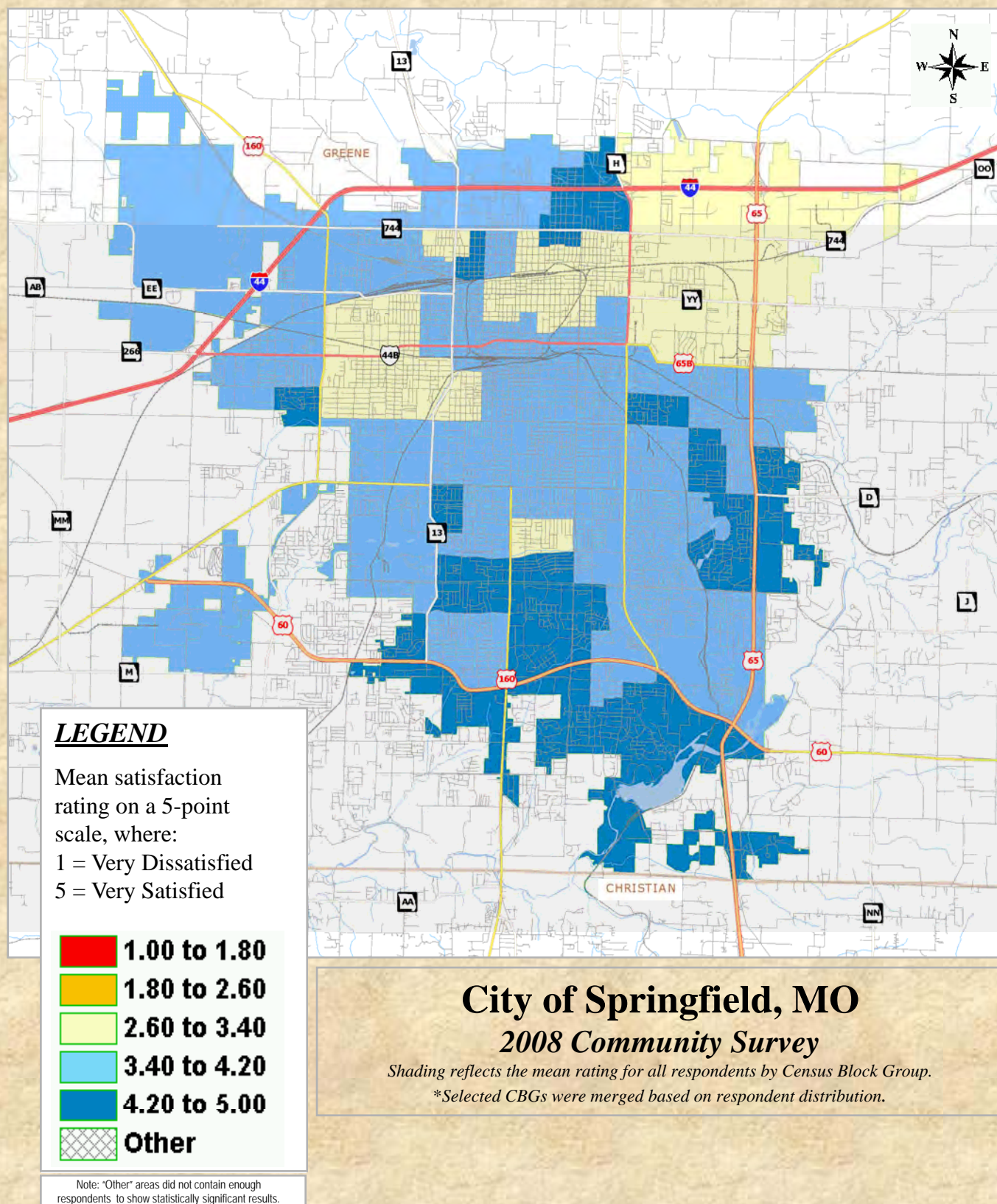
Q21a How easy they were to contact

(respondents who contacted the City with a question , problem, or complaint)

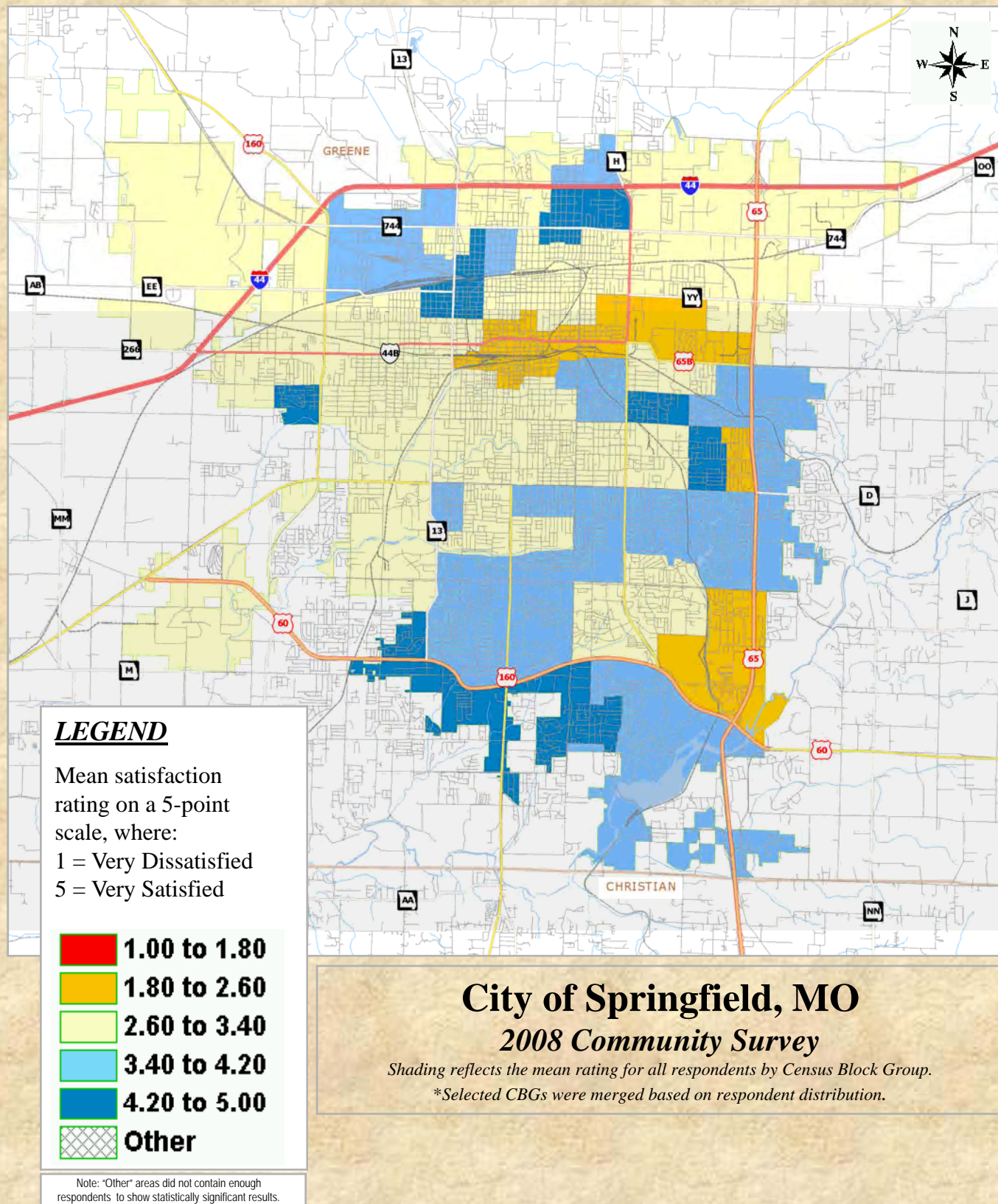


Q21b The courtesy of employees

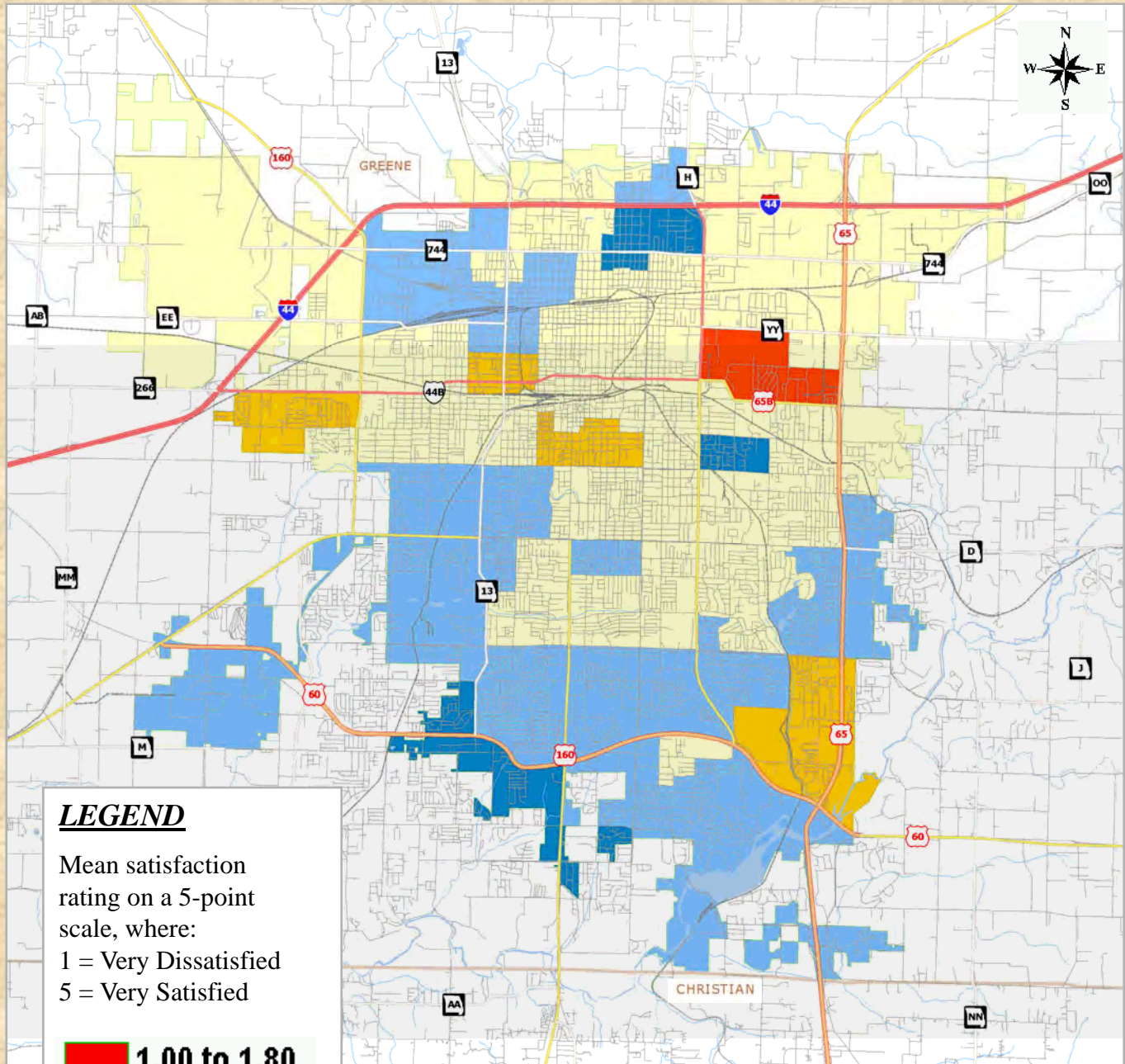
(respondents who contacted the City with a question, problem, or complaint)



Q21c Accuracy of the information & assistance you were given (respondents who contacted the City with a question, problem, or complaint)



Q21d Time it took for your request to be answered (respondents who contacted the City with a question, problem, or complaint)



LEGEND

Mean satisfaction rating on a 5-point scale, where:

1 = Very Dissatisfied
5 = Very Satisfied



Note: "Other" areas did not contain enough respondents to show statistically significant results.

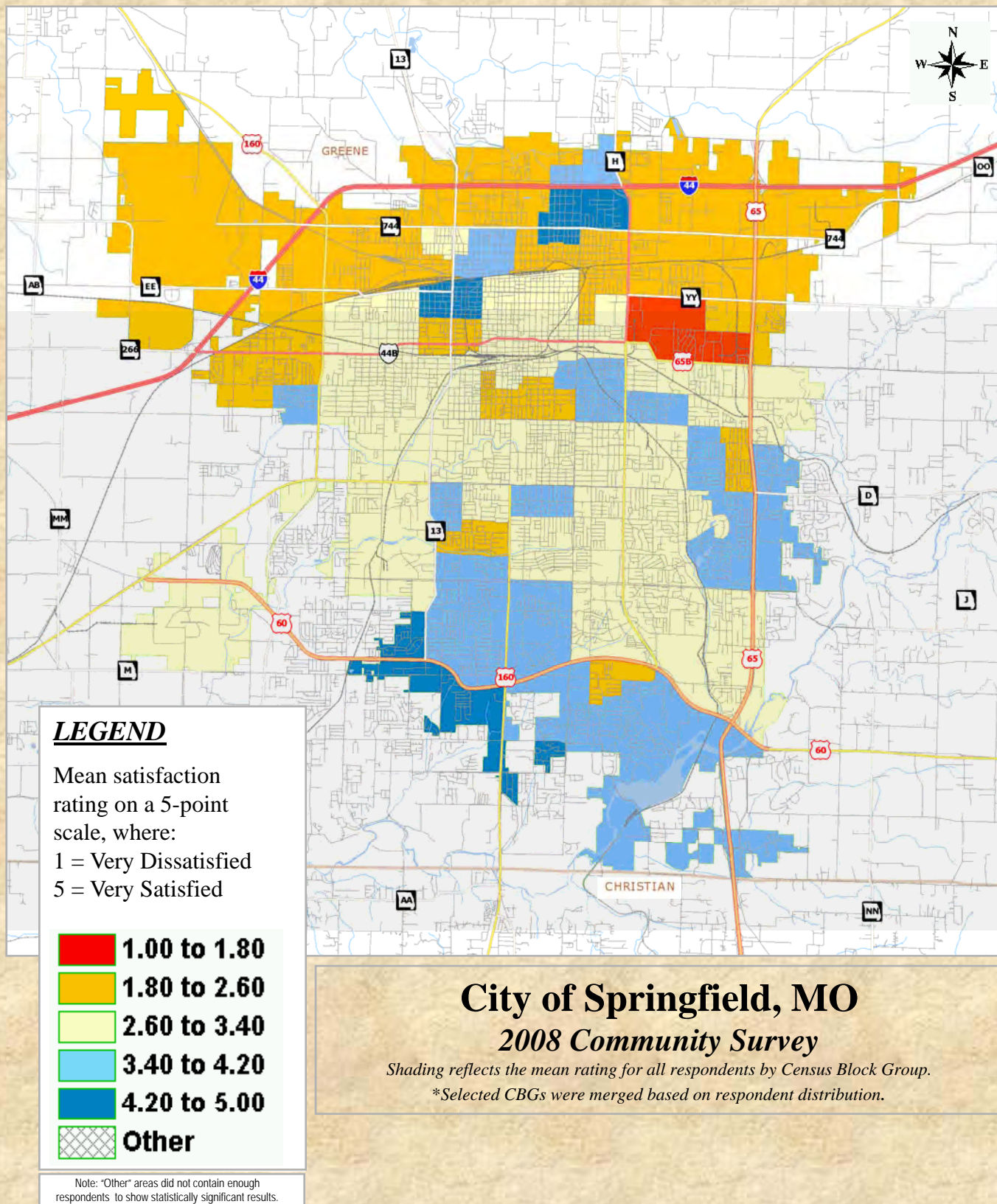
City of Springfield, MO **2008 Community Survey**

Shading reflects the mean rating for all respondents by Census Block Group.

**Selected CBGs were merged based on respondent distribution.*

Q21e How well your issue was handled

(respondents who contacted the City with a question, problem, or complaint)



Section 3:

Importance-Satisfaction Analysis



Importance-Satisfaction Analysis

Springfield, Missouri

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale "excluding don't knows"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation. Respondents were asked to identify the Overall City services they thought should receive the most emphasis over the next two years. Twenty-one percent (21%) selected the "Enforcement of city codes and ordinances" as one of the most important Overall City service issues to emphasize over the next two years.

With regard to satisfaction, 41% of the residents surveyed rated their overall satisfaction with the "Enforcement of city codes and ordinances" as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied") excluding "Don't know" responses. The I-S rating for the "Enforcement of city codes and ordinances" was calculated by multiplying the sum of the most important



percentages by 1 minus the sum of the satisfaction percentages. In this example, 21% was multiplied by 59%.

(1-0.58). This calculation yielded an I-S rating of 0.1239, which ranked fifth out of ten Overall City Services.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for Springfield are provided on the following page.

Importance-Satisfaction Rating

City of Springfield

Overall

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Flow of traffic in the City	59%	1	27%	10	0.4307	1
Maintenance of city streets & infrastructure	55%	2	40%	8	0.3300	2
<u>High Priority (IS .10-.20)</u>						
Quality of the City's stormwater management system	29%	4	37%	9	0.1827	3
Quality of police protection	43%	3	62%	2	0.1649	4
Enforcement of city codes & ordinances	21%	5	41%	7	0.1239	5
Effectiveness of city communication with the public	21%	6	42%	6	0.1218	6
<u>Medium Priority (IS < .10)</u>						
City yardwaste disposal services	14%	8	55%	5	0.0630	7
Customer service you receive from city employees	7%	9	60%	3	0.0280	8
Wastewater services	6%	10	56%	4	0.0264	9
Quality of fire protection	16%	7	85%	1	0.0240	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Springfield

Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Quality of snow/ice removal on city streets	46%	2	46%	6	0.2484	1
Maintenance of major city streets	47%	1	57%	4	0.2021	2
<u>High Priority (IS .10-.20)</u>						
Maintenance of sidewalks in your neighborhood	22%	4	45%	7	0.1210	3
Maintenance of streets in your neighborhood	26%	3	55%	5	0.1170	4
<u>Medium Priority (IS < .10)</u>						
Cleanliness of City streets & public areas	18%	5	63%	3	0.0666	5
Maintenance of street signs & traffic signals	12%	6	70%	2	0.0360	6
Maintenance of City-owned buildings	2%	7	78%	1	0.0044	7

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Springfield

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
City swimming pools	18%	5	41%	9	0.1062	1
<u>Medium Priority (IS <.10)</u>						
Quality of the city youth recreation programs	21%	4	55%	7	0.0945	2
Walking & biking trails in the City	29%	2	72%	4	0.0812	3
Maintenance of City parks	36%	1	80%	1	0.0720	4
Quality of the city's adult recreation programs	13%	6	47%	8	0.0689	5
Cleanliness of City parks	24%	3	79%	2	0.0504	6
Location of City parks	8%	7	76%	3	0.0192	7
City golf courses	4%	8	56%	6	0.0176	8
Quality of outdoor athletic fields	4%	9	61%	5	0.0156	9

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Section 4:

Survey Instrument

2008 City of Springfield Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to improve the quality of city services and to identify priorities for the community. If you have questions, please call the City's Department of Public Information at (417) 864-1010.

Are you a resident of the City of Springfield? ____ (1) Yes ____ (2) No

If YES: please continue

If NO: the survey is intended for Springfield residents. You do not need to complete the survey

1. **Overall Satisfaction with City Services.** Major categories of services provided by the City of Springfield are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of police protection	5	4	3	2	1	9
B.	Overall quality of fire protection	5	4	3	2	1	9
C.	Overall maintenance of city streets and infrastructure	5	4	3	2	1	9
D.	Overall enforcement of city codes and ordinances	5	4	3	2	1	9
E.	Overall quality of customer service you receive from city employees	5	4	3	2	1	9
F.	Overall effectiveness of city communication with the public	5	4	3	2	1	9
G.	Overall flow of traffic in the City	5	4	3	2	1	9
H.	Overall quality of the City's stormwater management system	5	4	3	2	1	9
I.	City yardwaste disposal services	5	4	3	2	1	9
J.	Wastewater services	5	4	3	2	1	9

2. **Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next two years?** [Write the letters below for your top 3 choices using the letters from the list in Question 1 above].

1st.:____ 2nd.:____ 3rd.:____

3. **Public Safety.** Using a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe," please rate the following:

How safe do you feel:		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A.	From violent crime (e.g., rape, assault) in your neighborhood	5	4	3	2	1	9
B.	From property crime (e.g., burglary, vandalism) in your neighborhood	5	4	3	2	1	9
C.	In the City park nearest to your home	5	4	3	2	1	9
D.	When walking alone in your neighborhood during the day	5	4	3	2	1	9
E.	In Downtown Springfield	5	4	3	2	1	9

4. Several items that may influence your perception of the City of Springfield are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very good" and 1 means "very bad."

<i>How would you rate:</i>		<i>Very Good</i>	<i>Good</i>	<i>Neutral</i>	<i>Bad</i>	<i>Very Bad</i>	<i>Don't Know</i>
A.	The overall quality of services provided by the City of Springfield	5	4	3	2	1	9
B.	The overall appearance and attractiveness of the City	5	4	3	2	1	9
C.	How well the City is planning growth	5	4	3	2	1	9
D.	The overall quality of life in Springfield	5	4	3	2	1	9
E.	Your neighborhood as a place to live	5	4	3	2	1	9
F.	The overall value you receive for your City taxes and fees	5	4	3	2	1	9
G.	Springfield as a place to work	5	4	3	2	1	9
H.	Springfield as a place to raise children	5	4	3	2	1	9

5. Please indicate if the following items are a MAJOR PROBLEM, MINOR PROBLEM, or NOT A PROBLEM in your neighborhood.

<i>To what extent are the following problems in your neighborhood?</i>		<i>Major Problem</i>	<i>Minor Problem</i>	<i>Not a Problem</i>	<i>Don't Know</i>
A.	Homes / buildings in disrepair	3	2	1	9
B.	Unmowed, weedy lots / yards	3	2	1	9
C.	Cluttered, junky yards / porches	3	2	1	9
D.	Front yard parking (off driveway)	3	2	1	9
E.	Graffiti	3	2	1	9
F.	Street litter	3	2	1	9
G.	Drugs	3	2	1	9
H.	Speeding	3	2	1	9
I.	Traffic congestion	3	2	1	9
J.	Stray animals	3	2	1	9
K.	Gangs	3	2	1	9
L.	Abandoned vehicles	3	2	1	9
M.	Noisy animals	3	2	1	9
N.	Loitering	3	2	1	9
O.	Noise	3	2	1	9
P.	Trash being put out too early or not being picked up	3	2	1	9

6. Which THREE of these problems do you think should be the top priorities for improvement in your neighborhood? [Write in the letters below using the letters from the list in Question 5 above].

1st : _____ 2nd : _____ 3rd : _____

7. Which of the following do you use to get information about the Springfield city government? (check all that apply)

____ (A) City's Web site	____ (G) City Utilities inserts
____ (B) Public signs	____ (H) Radio
____ (C) Government Information Channel TV23	____ (I) Public meetings
____ (D) Contacting City staff	____ (J) Community events
____ (E) Daily newspaper	____ (K) Other: _____
____ (F) Local Television news	

8. Which TWO sources of communication listed above (in Q#7) would be your PREFERRED way of receiving accurate information about the Springfield city government? [Write in the letters below using the letters from the list in Question 7 above].

1st : _____ 2nd : _____

9. **Communication.** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	The availability of information about City programs and services	5	4	3	2	1	9
B.	City efforts to keep residents informed about local issues	5	4	3	2	1	9
C.	The level of public involvement in local decisions	5	4	3	2	1	9
D.	The types of information that are available on the City's Web site	5	4	3	2	1	9
E.	How easy it is to find information on the City's Web site	5	4	3	2	1	9
F.	The quality of the City's government information channel, TV23	5	4	3	2	1	9

10. [Optional] What types of improvements to the City's Web site would you like to see most?

11. **Maintenance.** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Maintenance of major city streets	5	4	3	2	1	9
B.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
C.	Maintenance of sidewalks in your neighborhood	5	4	3	2	1	9
D.	Maintenance of street signs and traffic signals	5	4	3	2	1	9
E.	Cleanliness of City streets and public areas	5	4	3	2	1	9
F.	Maintenance of City-owned buildings, such as City Hall	5	4	3	2	1	9
G.	Quality of snow / ice removal on city streets	5	4	3	2	1	9

12. Which TWO of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 11 above].

1st.:_____ 2nd.:_____

13. **Public Safety.** Using a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	City efforts to prevent crime	5	4	3	2	1	9
B.	Enforcement of local traffic laws	5	4	3	2	1	9
C.	Effectiveness of the City's “red light camera” program	5	4	3	2	1	9
D.	How quickly police respond to emergencies	5	4	3	2	1	9
E.	How quickly fire personnel respond to emergencies	5	4	3	2	1	9
F.	Quality of city fire prevention education	5	4	3	2	1	9

14. Parks and Recreation. Using a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Maintenance of City parks	5	4	3	2	1	9
B.	Cleanliness of City parks	5	4	3	2	1	9
C.	Location of City parks	5	4	3	2	1	9
D.	Walking and biking trails in the City	5	4	3	2	1	9
E.	City swimming pools	5	4	3	2	1	9
F.	City golf courses	5	4	3	2	1	9
G.	Quality of outdoor athletic fields	5	4	3	2	1	9
H.	Quality of the city youth recreation programs	5	4	3	2	1	9
I.	Quality of city's adult recreation programs	5	4	3	2	1	9

15. Which TWO of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 14 above].

1st._____ 2nd._____

16. Future Planning. Using a scale from "1" to "5" where "5" is "Extremely Important" and "1" is "Not Important," please indicate how important each of the following issues should be when planning the City's future?

<i>Reason</i>	<i>Extremely Important</i>	<i>Very Important</i>	<i>Important</i>	<i>Less Important</i>	<i>Not Important</i>
A. Keeping the crime rate low	5	4	3	2	1
B. Ensuring that affordable housing is available	5	4	3	2	1
C. Increasing the availability of arts and cultural amenities	5	4	3	2	1
D. Enhancing the appearance and overall beauty of the City	5	4	3	2	1
E. Enhancing parks and open space	5	4	3	2	1
F. Attracting visitors to the area	5	4	3	2	1
G. Making improvements in Downtown Springfield	5	4	3	2	1
H. Increasing the availability of quality shopping in the City	5	4	3	2	1
I. Ensuring quality public health services are available	5	4	3	2	1
J. Having the City provide leadership on recycling and environmental sustainability	5	4	3	2	1
K. Having the City provide leadership on energy conservation	5	4	3	2	1
L. Having the City provide leadership on water conservation	5	4	3	2	1
M. Having a stronger animal welfare program/animal control ordinance	5	4	3	2	1
N. Streamlining code enforcement and city business regulations	5	4	3	2	1

17. Which THREE of the items listed above do you think should receive the most emphasis from City leaders over the next two years? [Write the letters below for your top 3 choices using the letters from the list in Question 16 above].

1st._____ 2nd._____ 3rd._____

18. Do you think the City of Springfield is growing too fast, about right, or too slow?

- ☐ (1) Too fast
☐ (2) About right
☐ (3) Too slow
☐ (9) Don't know

19. Do you currently recycle? ☐ (1) Yes – answer 19b-c ☐ (2) No – answer 19a

19a. IF NO: Why not?

- ☐ (1) It costs too much
☐ (2) It's not convenient
☐ (3) Don't have space to store materials
☐ (4) It's messy/unclean
☐ (5) Takes too much time/I'm too busy
☐ (6) Recycling facilities are not accessible/available
☐ (7) I don't know how to recycle
☐ (8) I don't know what recycling services are available
☐ (9) Other: _____

19b. IF YES: Do you currently use the City's recycling facilities?

- ☐ (1) Yes ☐ (2) No

19c. IF YES: What types of materials do you recycle? (check all that apply)

- ☐ (1) Newspaper ☐ (3) Aluminum ☐ (5) Glass
☐ (2) Plastic ☐ (4) Cardboard ☐ (6) Other: _____

20. How do you think the City's efforts to promote recycling should change over the next five years?

- ☐ (1) Much greater – the City should do much more than it is doing now
☐ (2) Somewhat greater – the City should do a little more than it is doing now
☐ (3) Stay about the same
☐ (4) Somewhat less – the City should do a little less than it is doing now
☐ (5) Much less – the City should do much less than it is doing now

21. During the past year, have you contacted the City of Springfield with a question, problem, or complaint?

- ☐ (1) Yes [answer Q 21a-e]
☐ (2) No [go to Q 22]

21A-E. [Only if "YES" to Question 21] Using a 5-point scale where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the City employees you have contacted with regard to the following:

How Satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	How easy they were to contact	5	4	3	2	1	9
B.	The courtesy of employees	5	4	3	2	1	9
C.	The accuracy of the information and assistance you were given	5	4	3	2	1	9
D.	The time it took for your request to be answered	5	4	3	2	1	9
E.	How well your issue was handled	5	4	3	2	1	9

22. [Optional] What do you like BEST about living in the City of Springfield?

23. [Optional] What do you like LEAST about living in the City of Springfield?

24. Please indicate whether you or other members of your household have done the following activities during the past year by circling YES or NO for each of the items listed below.

- A. Used a City swimming pool YES NO
- B. Participated in City athletic programs YES NO
- C. Used walking and biking trails in Springfield YES NO
- D. Visited a Springfield-Greene County park YES NO
- E. Called, written, or spoken to a City Council member..... YES NO
- F. Attended a City Council meeting YES NO
- G. Watched the government information channel on cable TV
Channel 23 or on the City's Web site YES NO
- H. Volunteered your time to some group or activity in Springfield YES NO

25. Compared to other cities in southwest Missouri, do you think city taxes in Springfield are:

- ___(1) Higher than other cities
- ___(2) About the same as other cities
- ___(3) Lower than other cities
- ___(9) Don't know

26. Prior to receiving this survey, did you know that the Missouri State Auditor's Office conducted an audit of the City of Springfield?

- ___(1) Yes – answer questions 26a
- ___(2) No – go to 27

26a. **IF YES:** Do you think the City has taken the appropriate steps to address the audit findings?

- ___(1) Yes
- ___(2) No
- ___(9) Don't know

PENSION FUND ISSUES

27. Prior to receiving this survey, did you know that the City's pension fund for police officers and fire fighters is underfunded by more than \$150 million?

- ___(1) Yes
- ___(2) No

For your information: The City of Springfield cut spending for basic government services by \$5.2 million this year in order to make the City's full recommended contribution to the pension system. Unless another source of funding is identified, the City will need to make similar, or larger, cuts for the foreseeable future, which will result in reductions to basic government services, including Police, Fire, Public Works, Parks, Health and other areas. Knowing this, please answer the following questions.

28. In order to avoid cuts in basic government services, how willing would you be to support a 1-cent sales tax that would sunset in approximately 4-5 years once the Pension system is fully funded?

- ___(1) Very willing
- ___(2) Willing
- ___(3) Not Sure
- ___(4) Not Willing
- ___(5) Not Willing At All

DEMOGRAPHICS

29. Approximately how many years have you lived in Springfield?

- ☐ (1) Less than 5 years – answer 29a
☐ (2) 5-10 years
☐ (3) 11-20 years
☐ (4) More than 20 years

29a. [If you have lived in Springfield less than 5 years] Where did you live prior to moving to Springfield?

- ☐ (1) Elsewhere in Missouri
☐ (2) Outside Missouri

30. What is your age?

- ☐ (1) Under 25 years ☐ (5) 55-64 years
☐ (2) 25-34 years ☐ (6) 65-74 years
☐ (3) 35-44 years ☐ (7) 75+ years
☐ (4) 45-54 years

31. Do you have access to the Internet at home? ☐ (1) Yes – answer 31a-b ☐ (2) No

31a. Have you made purchases on the Internet during the past 3 months?

- ☐ (1) Yes ☐ (2) No

31b. IF YES: What type of Internet access do you have?

- ☐ (1) Dial-up modem ☐ (2) DSL (high speed) ☐ (3) Cable (high speed) ☐ (4) Other

32. Have you voted in an election in Springfield during the past year? ☐ (1) Yes ☐ (2) No

33. What is your gender? ☐ (1) Male ☐ (2) Female

34. Do you own or rent your current residence? ☐ (1) Own ☐ (2) Rent

35. Which of the following best describes your race/ethnicity? (check all that apply)

- ☐ (1) Asian/Pacific Islander ☐ (4) Black/African American
☐ (2) White ☐ (5) Other: _____
☐ (3) American Indian/Eskimo

36. Are you of Hispanic, Latino, or other Spanish ancestry? ☐ (1) Yes ☐ (2) No

37. Would you say your total annual household income is:

- ☐ (1) Under \$30,000 ☐ (3) \$60,000 to \$99,999
☐ (2) \$30,000 to \$59,999 ☐ (4) \$100,000 or more

38. What is your home Zip code? _____

This concludes the survey. Thank you for your time!

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the City are having difficulties with city services. If your address is not correct, please provide the correct information. Thanks.